



Rita Moreno <rita.moreno@lacity.org>

---

## Meeting and Lunch

2 messages

---

**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Wed, Jun 1, 2016 at 2:21 PM

Hi Rita:

On behalf of Danielle and myself, we would like to thank you for taking the time to drive out to meet us and offer congratulations on your new job/assignment.

We both look forward to a very positive and productive relationship.

Regards,

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite A  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



---

**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>

Wed, Jun 1, 2016 at 3:15 PM

Thank you, John. I enjoyed meeting the two of you. Thank you for the input and lunch! I'll be in touch with info on the grant.

[Quoted text hidden]

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130



Rita Moreno <rita.moreno@lacity.org>

---

## New City Clerk BID Contact

16 messages

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**Rita Moreno** <rita.moreno@lacity.org>  
To: john@thescbd.com, danielle@thescbd.com

Tue, May 24, 2016 at 4:00 PM

Hi John and Danielle,

I have just started with the City Clerk's Neighborhood and Business Improvement District Division and am the assigned BID Analyst for the Studio City BID.

While I will have a bit of a learning curve, please copy me on your correspondence with our department for my own edification and to ensure you receive any support needed.

Thank you and I look forward to meeting you.

Rita

--

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---

**Danielle Condit** <Danielle@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>  
Cc: "John T. Walker" <John@thescbd.com>

Tue, May 24, 2016 at 4:16 PM

Good afternoon Rita,

Welcome to the world of Business Improvement Districts. Thank you for reaching out, I will make a mental note to cc you on any department correspondence. Congratulations on your new position!!

Best always,

Danielle

Danielle Condit  
Marketing & Services Coordinator  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite A  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[Danielle@thescbd.com](mailto:Danielle@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



[Quoted text hidden]

**Rita Moreno** <rita.moreno@lacity.org>  
To: Danielle Condit <Danielle@thescbd.com>  
Cc: "John T. Walker" <John@thescbd.com>

Tue, May 24, 2016 at 4:26 PM

Thank you, Danielle. If any meetings are coming up, let me know as I would like to attend one to meet folks.

[Quoted text hidden]

**JOHN WALKER** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>  
Cc: Danielle Condit <danielle@thescbd.com>

Wed, May 25, 2016 at 8:04 AM

Good Morning Rita:

Always good to have a stronger support structure and someone else to get clarity from.

Welcome to the Business Improvement District Division.

You will be BCC'd on all correspondence and while I am also a recent hire, I am readily available for any discussion or conversation emanating from your office.

Hoping we can accomplish great things together.

Finally, just for our edification, are you replacing Rick Scott or is this a different department?

Regards,

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite A  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
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[www.studiocitybid.com](http://www.studiocitybid.com)



On May 24, 2016, at 4:00 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

[Quoted text hidden]

**Rita Moreno** <rita.moreno@lacity.org>  
To: JOHN WALKER <john@thescbd.com>  
Cc: Danielle Condit <danielle@thescbd.com>

Wed, May 25, 2016 at 8:47 AM

I am replacing Rick Scott for this and a couple of other BIDs. I'll mostly focus on forming groups so I look forward to learning more about your BID and its successes and best practices. Let me know when would be a good time to visit you.

**John Walker** <[john@thescbd.com](mailto:john@thescbd.com)>  
To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>  
Cc: Danielle Condit <[danielle@thescbd.com](mailto:danielle@thescbd.com)>

Wed, May 25, 2016 at 11:15 AM

Hi Rita -

Sorry to hear that Rick has left and now, I look forward to our working together.

I would like to suggest Monday, July 11, sometime around 4pm. We are located on the CBS Studio Lot and we can arrange for access and directions. We would be able to sit down in my office for an hour or so, you can meet my associate Danielle Condit and then, at 5pm we have our Board meeting where I would like to introduce you (and if you would like to say a few words, please let us know and we will add to your our agenda) and observe how we work.

Our meetings generally last about 2 hours, but you of course can depart whenever you like.

Please let us know if the date works and if you would like to say a few words./

Regards,

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Rita

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**Rita Moreno** <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>  
To: Miranda Paster <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>

Wed, May 25, 2016 at 12:29 PM

Hi Miranda,

The Studio City BID meets on the 1st Monday, which is my RDO. Am I able to take a different day off that particular week in order to meet with the Director and attend their monthly meeting?

Thanks.

Rita

[Quoted text hidden]

---

**Miranda Paster** <miranda.paster@lacity.org>  
To: Rita Moreno <rita.moreno@lacity.org>

Wed, May 25, 2016 at 12:35 PM

Yes.

[Quoted text hidden]

--

Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacitp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacitp_026712.png)

---

**Rita Moreno** <rita.moreno@lacity.org>  
To: Miranda Paster <miranda.paster@lacity.org>

Wed, May 25, 2016 at 12:45 PM

Okay, thanks.

[Quoted text hidden]

---

**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>  
Cc: Danielle Condit <danielle@thescbd.com>

Wed, May 25, 2016 at 12:52 PM

Sorry, I don't think I was very clear. Rick is still here, but is no longer assigned to Studio City BID. The date works fine, although I would like to meet you and Danielle sooner rather than later, if possible. Yes, I would like to attend the Board meeting and can say a few words.

Thanks.

[Quoted text hidden]

---

**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>  
Cc: Danielle Condit <danielle@thescbd.com>

Wed, May 25, 2016 at 3:55 PM

OK - we will put you on the Agenda for July.

It's a bit hectic for us right now as we will be changing offices very soon - and things will start to become quite jammed, which is why we are relocating. Same location just more office space.

Perhaps you would like to come over for lunch? I think we can do that quite easily.

Regards,

John Walker  
Executive Director  
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---

**Rita Moreno** <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>  
To: John Walker <[john@thescbd.com](mailto:john@thescbd.com)>  
Cc: Danielle Condit <[danielle@thescbd.com](mailto:danielle@thescbd.com)>

Wed, May 25, 2016 at 4:07 PM

Lunch would be fine. I'm available Wednesday or Friday next week, and the week thereafter is open except for Thursday.  
Let me know what works for you.

[Quoted text hidden]

---

**JOHN WALKER** <[john@thescbd.com](mailto:john@thescbd.com)>  
To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>  
Cc: Danielle Condit <[danielle@thescbd.com](mailto:danielle@thescbd.com)>

Wed, May 25, 2016 at 7:39 PM

Great:) Let's do June 1 - 12:30. We have some fantastic restaurants in our BID - is there anything you don't like?

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---

**Rita Moreno** <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>  
To: JOHN WALKER <[john@thescbd.com](mailto:john@thescbd.com)>  
Cc: Danielle Condit <[danielle@thescbd.com](mailto:danielle@thescbd.com)>

Thu, May 26, 2016 at 7:35 AM

I don't think so...I love food!

[Quoted text hidden]

---

**Danielle Condit** <[Danielle@thescbd.com](mailto:Danielle@thescbd.com)>

Fri, Jun 10, 2016 at 5:03 PM

To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>

Hello,

I am currently out of the office and will return June 20th, 2016. If your inquiry needs immediate attention please email John Walker at [John@thescbd.com](mailto:John@thescbd.com) or call the SCBD administrative office at 818-655-5377.

Thank you,

Danielle Condit

[Quoted text hidden]

>  
>  
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>  
>  
> On May 24, 2016, at 4:00 PM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:  
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> Hi John and Danielle,  
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> While I will have a bit of a learning curve, please copy me on your correspondence with our department for my own edification and to ensure you receive any support needed.  
>  
> Thank you and I look forward to meeting you.  
>  
> Rita  
>  
> --  
> Rita Moreno  
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>  
> Office of the City Clerk  
> 200 N. Spring Street, 2nd Floor #237  
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4 attachments



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1K



unknown.png

6K



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**Admin** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Fri, Jun 10, 2016 at 5:03 PM

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Thank you,

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[Quoted text hidden]



Rita Moreno <rita.moreno@lacity.org>

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## Financials

4 messages

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**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Wed, Jun 15, 2016 at 2:47 PM

This is to confirm that our Financials have been sent in - - and that you should have or will receive them no later than July 22.

Regards,

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite A  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



---

**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>

Wed, Jun 15, 2016 at 2:51 PM

Okay, thanks John.

[Quoted text hidden]

--

Rita Moreno  
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200 N. Spring Street, 2nd Floor #237  
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---

**John@thescbd.com** <John@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Wed, Jun 15, 2016 at 5:35 PM

PS: I just confirmed with Danielle that they were mailed off but, if you don't receive them by next week I will have them faxed over.

John

Sent from my iPhone

On Jun 15, 2016, at 2:51 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Okay, thanks John.

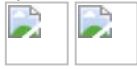
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<LogoProposalMarch Signature.jpg>



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To: "John@thescbd.com" <[John@thescbd.com](mailto:John@thescbd.com)>

Thu, Jun 16, 2016 at 7:54 AM

Okay, I'll let you know.

[Quoted text hidden]





Rita Moreno <rita.moreno@lacity.org>

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## Extension Fwd: Annual Financial Statement

---

**Rita Moreno** <rita.moreno@lacity.org>  
To: Danielle Condit <Danielle@thescbd.com>  
Cc: John Walker <jwalker@studiocitync.org>

Tue, Jun 14, 2016 at 10:57 AM

Hi Danielle and John,

Just an FYI. Due to the closing activities for the fiscal year end, we have to submit invoices to the Controller by the 15th of this month in order to get them paid before the end of the month. Otherwise, invoices will not be processed until after July 5.

Do you know when the 2015 Financial Statement might be submitted?

Thanks.

Rita

[Quoted text hidden]

[Quoted text hidden]

> Begin forwarded message:

>

> From: Rick Scott <rick.scott@lacity.org>

> Subject: Re: Annual Financial Statement

> Date: April 12, 2016 at 11:54:18 AM PDT

> To: John Walker <john@thescbd.com>

>

> Thank you John.

>

> Extension granted on the due date of the Annual Financial Statement for Studio City to 5/15/16.

>

> On Tue, Apr 12, 2016 at 10:57 AM, John Walker <john@thescbd.com> wrote:

> HI Rick:

>

> This is to let you know that our Annual Financial Statement will not be completed by our Accountants until May 15 - and I will send it over to you as soon as I receive it.

>

> In the list of tasks that I was left by Lorena, this report says it's due on May 1 and since I know I will not have it by then, I wanted to make you aware.

>

>

> John Walker

> Executive Director

> Studio City Business District

> 4024 Radford Ave, Edit 2, Suite A

> Studio City, Ca 91604

> Ofc: 818.655.5377

> Fax: 818.655.8327

> John@thescbd.com

> www.StudioCityBusinessDistrict.com

[Quoted text hidden]

[Quoted text hidden]



Rita Moreno <rita.moreno@lacity.org>

---

## Street - Median Lighting

5 messages

---

**John Walker** <john@thescbd.com>

Wed, Jun 22, 2016 at 4:37 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Aaron Aulenta <aaron@urbanplaceconsulting.com>, Andrew Thomas <Andrew@westwoodvillagedistrict.com>, Blair Besten <blair@historiccore.bid>, Danielle Condit <danielle@thescbd.com>, Donald Duckworth <duckworth.donald@gmail.com>, Duke Dulgarian <duke@scoreproperties.com>, Gary Russell <gary@wilshirecenter.com>, Jeff Chodorow <jchodorow@downtownla.com>, Jessica Lall <jessica@southpark.la>, Jim Omahen <jim@mediadistrict.org>, Joe Mariani <joe@hollywoodbid.org>, Josh Kreger <josh@southpark.la>, "juliannakf@gmail.com" <juliannakf@gmail.com>, Kent Smith <kent@fashiondistrict.org>, Kerry Morrison <Kerry@hollywoodbid.org>, Laura Hill <laura@southpark.la>, Laurie Sale <rehabitat@gmail.com>, Leslie Elkan <leslie@villageatshermanoaks.com>, "marcie@marcieps.com" <marcie@marcieps.com>, Marie Rumsey <MRumsey@ccala.org>, Media District <lisa@mediadistrict.org>, Miguel Vargas <miguel@artsdistrictla.org>, Misty Iwatsu <mistyli@aol.com>, Neil Tanouye <ntanouye@latourism.org>, Nick Griffin <NGriffin@downtownla.com>, Noah Strouse <noah@historiccore.bid>, Patti MacJennett <pmacjennett@latourism.org>, Raquel Beard <rbeard@centralityeast.org>, Rena Leddy <rena@fashiondistrict.org>, San Pedro Historic Waterfront PBID <lparker@sanpedrobid.com>, Shirley Zawadski <shirley@newcityamerica.com>, Steve Gibson <steve@urbanplaceconsulting.com>, Susan Levi <susanlevi@labids.org>, Suzanne Holley <SHolley@downtownla.com>, Tara Devine <tara@devine-strategies.com>, Vicki Nussbaum <vicki@villageatshermanoaks.com>, wilmingtongchamber <wilmingtongchamber@wilmington-chamber.com>, Mike Russell <mike@wilshirecenter.com>

Hello To All:

The Studio City Business District would like to investigate new lighting for the Medians within our district - if anyone has a company or a recommendation can you please send over the contact information.

We would like to have the job completed by the end of this Summer.

Thank you for your assistance.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite A  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
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---

**Rita Moreno** <rita.moreno@lacity.org>

Fri, Jun 24, 2016 at 4:40 PM

To: John Walker <john@thescbd.com>

Hi John,

I know non-profits such as LANI that do streetscape improvements contract with companies for this type of work. I imagine they would be companies that have experience with the city and don't charge an exorbitant amount of money.

Just a thought.

Rita

[Quoted text hidden]

--

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200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130

---

**JOHN WALKER** <[john@thescbd.com](mailto:john@thescbd.com)>  
To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>

Sun, Jun 26, 2016 at 4:05 PM

Hi Rita -

Thank you for this - - I will check into it on Monday.

Regards,

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite A  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[john@thescbd.com](mailto:john@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



On Jun 24, 2016, at 4:40 PM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:

Hi John,

I know non-profits such as LANI that do streetscape improvements contract with companies for this type of work. I imagine they would be companies that have experience with the city and don't charge an exorbitant amount of money.

Just a thought.

Rita

On Wed, Jun 22, 2016 at 4:37 PM, John Walker <[john@thescbd.com](mailto:john@thescbd.com)> wrote:  
Hello To All:

The Studio City Business District would like to investigate new lighting for the Medians within our district -  
- if anyone has a company or a recommendation can you please send over the contact information.

We would like to have the job completed by the end of this Summer.

Thank you for your assistance.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite A  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

<LogoProposalMarch Signature.jpg>  
<Facebook Icon.png> <instagram.png> <Twitter Icon.png>

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130

---

**John Walker** <[john@thescbd.com](mailto:john@thescbd.com)>  
To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>

Mon, Jun 27, 2016 at 12:40 PM

Can you give me contact info -

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite A  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



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John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite A  
Studio City, Ca 91604  
Ofc: [818.655.5377](tel:818.655.5377)  
Fax: [818.655.8327](tel:818.655.8327)  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

<LogoProposalMarch Signature.jpg>  
[<Facebook Icon.png>](#) [<instagram.png>](#) [<Twitter Icon.png>](#)

--

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City of Los Angeles  
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Neighborhood and Business Improvement District Division  
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Office (213) 978-1122  
Fax (213) 978-1130

---

**Rita Moreno** <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>

Tue, Jun 28, 2016 at 7:46 AM

To: John Walker <[john@thescbd.com](mailto:john@thescbd.com)>

Hi John,

Sorry for the delay. I'm out the 1st Monday of the pay period. In terms of who to contact, the folks I used to work with are long gone. Here is a link to their staff. I would try one of the "Neighborhood Improvement Projects" folks: <http://lani.org/staff-group/lani-staff/>

Rita

[Quoted text hidden]



Rita Moreno <rita.moreno@lacity.org>

---

## Free Info Sessions for Entrepreneurs and Business Owners

2 messages

---

**Rita Moreno** <rita.moreno@lacity.org>

Mon, Jul 18, 2016 at 12:27 PM

To: Lisa Schechter <lisa@mediadistrict.org>, Donald Duckworth <duckworth.donald@gmail.com>, "John T. Walker" <john@thescbd.com>, Danielle Condit <danielle@thescbd.com>, Jim Omahen <jim@mediadistrict.org>, "Serrano, Chris" <chris.serrano@bhhscal.com>

Happy Monday Everyone:

Just want to pass along information and resources that may be of value to your BID members.

Have a great week!

Rita

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130

---

### 2 attachments



**Business Series\_August\_Nov (2016) LA Law Library.pdf**  
679K



**maximize-cash-flow-flyer (1).pdf**  
2685K

---

**Rita Moreno** <rita.moreno@lacity.org>

Fri, Jul 22, 2016 at 8:27 AM

To: Lisa Schechter <lisa@mediadistrict.org>, Donald Duckworth <duckworth.donald@gmail.com>, "John T. Walker" <john@thescbd.com>, Danielle Condit <danielle@thescbd.com>, Jim Omahen <jim@mediadistrict.org>, "Serrano, Chris" <chris.serrano@bhhscal.com>

Happy Friday Everyone:

Here is some information for businesses on the minimum wage and resources for start-ups.

Have a great weekend!

Rita

[Quoted text hidden]

---

### 3 attachments

**Business Expo - start-up-english.jpg**  
2040K



Business Expo - startup-spanish.jpg  
2184K



VICA U - Feuer Flyer.pdf  
161K

# Starting & Growing a Business: Legal & Financial Knowledge You Need to Succeed

Learn all the things you "didn't know you needed to know" about building your business. Leading attorneys and financial professionals present this 14-part series giving entrepreneurs and business owners the practical and comprehensive training needed to set up a business for long-term growth and success.

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## **Business and the Law: The Knowledge You Didn't Know You Need**

**Plus: The "Entrepreneur Mindset" and Whether Going Into Business Is Right for You**

Tuesday, August 2, 2016 | 12:00 p.m. - 2:00 p.m.

## **Planning for Success: Business Plan Writing Workshop**

Tuesday, August 9, 2016 | 12:00 p.m. - 2:00 p.m.

## **How to Form a Corporation or LLC**

Tuesday, August 16, 2016 | 12:00 p.m. - 2:00 p.m.

## **Keeping the Books: Business Accounting Basics**

Tuesday, August 23, 2016 | 12:00 p.m. - 2:00 p.m.

## **Business & Tax Fundamentals: Tax Planning for New Businesses**

Tuesday, August 30, 2016 | 12:00 p.m. - 2:00 p.m.

## **From Seed Money to Serious Investment: Raising Money for Your Business**

Tuesday, September 6, 2016 | 12:00 p.m. - 2:00 p.m.

## **Know Before You Sign on the Dotted Line: Reading & Negotiating Business Contracts**

Tuesday, September 13 | 12:00 p.m. - 2:00 p.m.

## **Protecting Your "Intangible" Assets, Part 1: Trademarks, Copyrights & Patents**

Tuesday, September 20, 2016, 12:00-2:00 p.m.

## **Protecting Your "Intangible" Assets, Part 2: Confidential Information and Trade Secrets**

Tuesday, September 27, 2016, 12:00-2:00 p.m.

## **Sales Techniques and Strategies**

Tuesday, October 4, 2016 | 12:00 p.m. - 2:00 p.m.

## **Branding and Marketing 101**

Tuesday, October 11, 2016 | 12:00 p.m. - 2:00 p.m.

## **Should I Be Exporting?**

## **Increase Your Revenue by Tapping Foreign Markets**

Tuesday, October 18, 2016 | 12:00-2:00 p.m.

## **Legal Do's and Don'ts for Employers**

Tuesday, October 25, 2016, 12:00-2:00 p.m.

## **Government Contracts: Steady Income for Your Business**

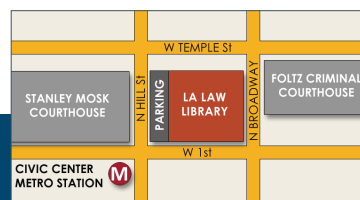
**Plus: Small Business Development & Opportunities in Los Angeles County**

Tuesday, November 1, 2016, 12:00-2:00 p.m.

**Registration fees: FREE** - sponsored by the Friends of the Los Angeles County Law Library through the generous support of **Pacific Western Bank**.

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For more information or to register, visit us at:  
[www.lalawlibrary.org/BUSINESS](http://www.lalawlibrary.org/BUSINESS)

or call: 213.785.2516  
301 W. 1st Street,  
Los Angeles, CA 90012

LALAWLIBRARY



### Business and the Law:

#### The Knowledge You Didn't Know You Need

Presented by: John L. Geiger

#### Plus: The "Entrepreneur Mindset" and Whether Going Into Business Is Right for You

- Thinking about legal issues from the start
- The top five challenges for new businesses

### Planning for Success:

#### Business Plan Writing Workshop

Presented by: Mark Kapczynski

- Why a business plan is essential
- Setting goals for your business

### How to Form a Corporation or LLC

Presented by: Prof. Michael Chasalow

- Advice on creating legal structures that will protect business start-ups and accommodate the business as it grows
- Common myths and mistakes people make in setting up a business

### Keeping the Books: Business Accounting Basics

Presented by: Mackenzie Chambers, CPA

- Basic accounting terminology
- Fundamentals of financial modeling

### Business & Tax Fundamentals:

#### Tax Planning for New Businesses

Presented by: Louis E. Michelson

- Business tax basics: formation, distributions, taxation, sale of interests, filing requirements
- Advantages and disadvantages of different business entities

### From Seed Money to Serious Investment:

#### Raising Money for Your Business

- How to sell your business to investors
- Crafting a business pitch

### Know Before You Sign on the Dotted Line:

#### Reading & Negotiating Business Contracts

Presented by: Ryan Gustafson

- Contract law basics
- Essential terms of a contract for goods or services
- "Typical" contracts negotiated by business people

### Protecting Your "Intangible" Assets, Part 1: Trademarks, Copyrights & Patents

Presented by: Stephen L. Kane

- What types of expressions are protected by copyright
- How to develop and protect a valuable trademark

### Protecting Your "Intangible" Assets, Part 2: Confidential Information and Trade Secrets

- Trade secrets: how to obtain, protect, and enforce
- Non-competition agreements: enforceable or not?

### Sales Techniques and Strategies

Presented by: Doug Korte

- Defining your competition (SWOT analysis – strength/weakness/opportunity/threat)
- Road(s) to market – developing a sales and distribution model

### Branding and Marketing 101

Presented by: Erin Kapczynski

- Approach to marketing on a budget
- Promoting your company and product or service

### Should I Be Exporting?

#### Increase Your Revenue by Tapping Foreign Markets

Presented by: Jim MacLellan & Maurice Kogon

- Is exporting for me?
- Key tips for reducing risk

### Legal Do's and Don'ts for Employers

Presented by: Karen A. Rooney

- How wages must be calculated and paid
- Special employment issues facing smaller businesses

### Government Contracts:

#### Steady Income for Your Business

Presented by: John L. Geiger

#### Plus: Small Business Development & Opportunities in Los Angeles County

- Finding and responding to public solicitations
- Business development and government contracting resources in L.A. County

Brought to you with the support of:



PACIFIC ASIAN CONSORTIUM IN EMPLOYMENT PRESENTS



# 8 WAYS TO MAXIMIZE BUSINESS CASH FLOW

*Do you know you can increase your revenue with credit tools?  
Do you know how to boost your cash flow without even increasing your sales?*



GUEST SPEAKER

## ROBERT S. SHULTZ

Partner, Quote to Cash Solutions (Q2C) LLC

Join us for a workshop on the importance of understanding business cash flow and how to better manage working capital

IN PARTNERSHIP WITH



**THURSDAY, JULY 21, 2016 • 10:00 AM - 12:00 PM**

1055 Wilshire Blvd., Suite 900B, Los Angeles 90017



**FREE TO ATTEND\***

\*ATTENDEES MUST BE CURRENT  
CITY OF LA BUSINESS OWNERS  
MINIMUM 1 YEAR IN OPERATION



**QUESTIONS?**

Email Nancy Vazquez  
nvazquez@pacela.org

**SPACE IS LIMITED. REGISTRATION IS REQUIRED.**

Call Nancy Vazquez at (213) 989-3158 to RSVP



**VISIT PACE BDC ONLINE**

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MAYOR ERIC GARCETTI PRESENTS

# 2016 STARTUP BUSINESS EXPO TOUR

## TOPICS INCLUDE:

- STARTING A BUSINESS IN LA
- PREDICTING YOUR FINANCIAL FUTURE
- CHOOSING A LEGAL ENTITY
- ACCESS TO CAPITAL



## FREE EVENT

## FREE FOOD

### ADDRESSES

HARBOR COLLEGE - 1111 Figueroa Pl, Wilmington, CA 90744 (Korean Translation)

MEXICAN CONSULATE - 2401 W 6th St, Los Angeles, CA 90057 (in Spanish)

EAST LOS ANGELES COLLEGE - 1301 Avenida Cesar Chavez, Monterey Park, CA 91754 (in Spanish)

THE SUITES - 6316 Topanga Canyon Blvd., Ste. 2140, Woodland Hills, CA 91367

### DATE

THURSDAY,  
JULY 28<sup>TH</sup>

THURSDAY,  
AUG 4<sup>TH</sup>

SATURDAY,  
AUG 27<sup>TH</sup>

THURSDAY,  
SEPT 1<sup>ST</sup>

### TIME

6pm - 9pm

6pm - 9pm

9am - 1pm

9am - 1pm

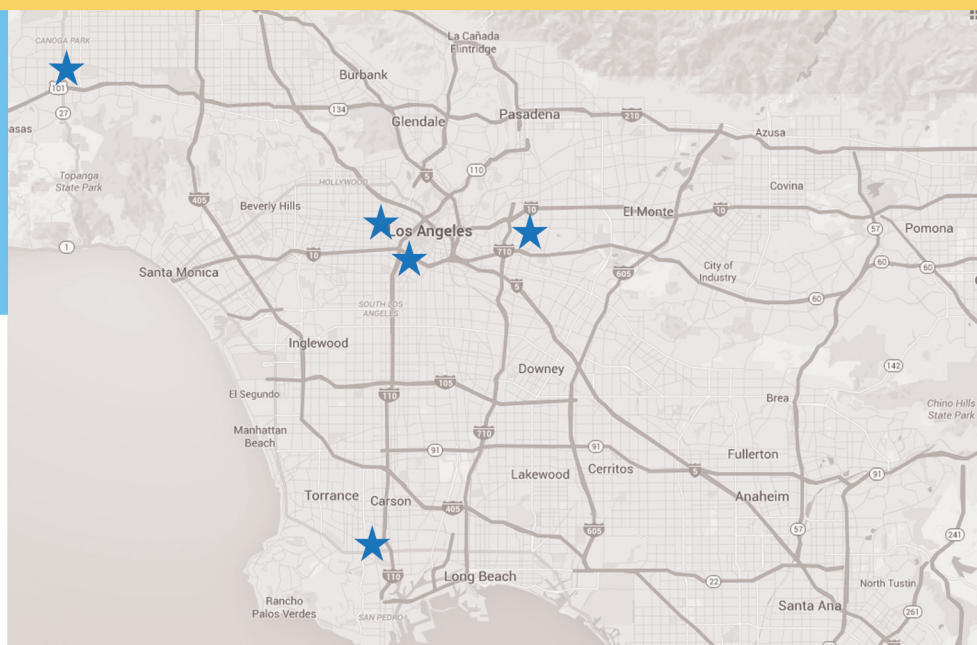
RSVP AT [WWW.STARTUPTOURLA.COM](http://WWW.STARTUPTOURLA.COM)



\*SPECIAL GUEST:  
MARCO ANTONIO REGIL  
TELEVISION HOST

\*IN SELECTED EVENTS

### MEDIA SPONSORS





LA OFICINA DEL ALCALDE ERIC GARCETTI EN ASOCIACIÓN  
CON U.S. SMALL BUSINESS ADMINISTRATION

# 2016 STARTUP BUSINESS EXPO TOUR

## LOS TEMAS INCLUYEN:

- CREANDO UNA EMPRESA EN LA
- PRONOSTICANDO SU FUTURO FINANCIERO
- ELIGIENDO UNA ENTIDAD LEGAL
- ACCESO AL CAPITAL

Eric  
Garcetti  
#lamayor

**SBA**  
U.S. Small Business Administration



**EAST WEST  
BANK**

**INNOVATION TEAM**  
LOS ANGELES

**RamblHouse**

**PACIFIC WESTERN BANK**

## EVENTO GRATIS



## COMIDA GRATIS

### DIRECCIONES

HARBOR COLLEGE - 1111 Figueroa Pl, Wilmington, CA 90744 (Traducción Coreano)

MEXICAN CONSULATE - 2401 W 6th St, Los Angeles, CA 90057 (Sólo en español) \* Parquímetro

EAST LOS ANGELES COLLEGE - 1301 Avenida Cesar Chavez, Monterey Park, CA 91754 (En Español)

THE SUITES - 6316 Topanga Canyon Blvd., Ste. 2140, Woodland Hills, CA 91367

### FECHA

JUEVES,  
28 DE JULIO

JUEVES,  
4 DE AGOSTO

SÁBADO,  
27 DE AGOSTO

JUEVES,  
1 DE SEPTIEMBRE

### HORA

5pm - 9pm

5pm - 9pm

9am - 1pm

9am - 1pm

RSVP EN [WWW.STARTUPTOURLA.COM](http://WWW.STARTUPTOURLA.COM)

**\*INVITADO ESPECIAL:**  
**MARCO ANTONIO REGIL**  
PRESENTADOR DE TELEVISIÓN  
\*En eventos seleccionados  
(28 de Julio, 4 y 27 de Agosto)

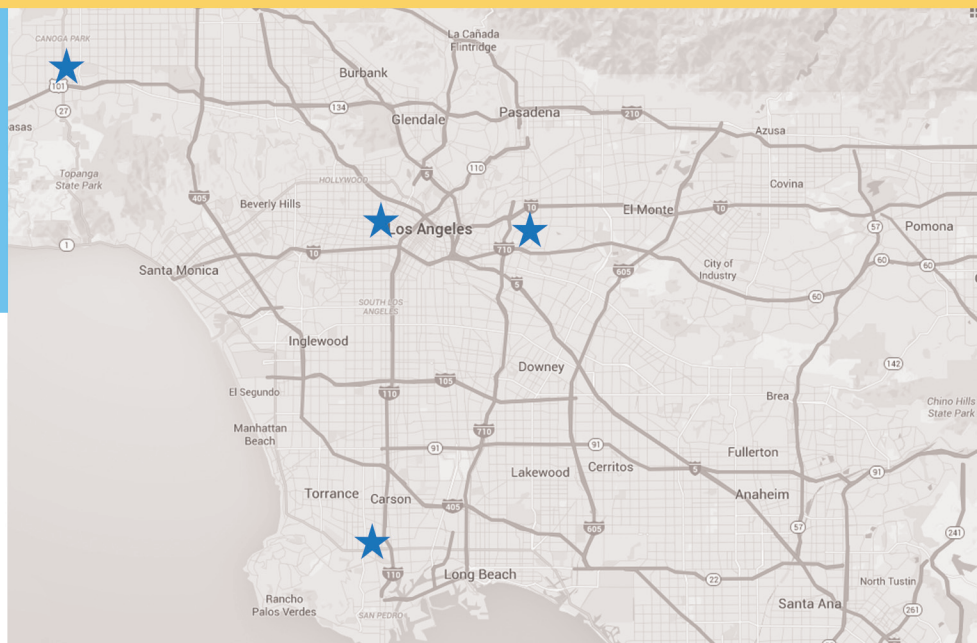
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MEDIOS DE COMUNICACIÓN

**J**  
The Korea Daily

**El Clasificado**

**Los Angeles Times**

**Celebrating 10 Years  
SMALL BUSINESS  
MAJORITY**





VALLEY INDUSTRY & COMMERCE ASSOCIATION

# VICA UNIVERSITY

FREE WORKSHOPS FOR VICA MEMBERS

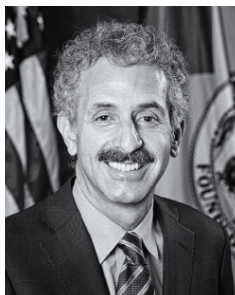
## HR Update

## City Minimum Wage Ordinance

TUESDAY,  
JULY 26, 2016

12:00 – 1:30 P.M.  
AT THE  
VICA OFFICE

VICA in conjunction with L.A. City Attorney Mike Feuer, the Bureau of Contract Administration and the LA County Dept. of Consumer & Business Affairs encourages you to come to discuss the impact of LA's minimum wage ordinance on you and your business.



## VICA University Workshop Instructor

**MIKE FEUER**

City Attorney,  
City of Los Angeles

Los Angeles City Attorney Mike Feuer has long been one of California's leading lawyers and lawmakers. As L.A.'s chief lawyer and prosecutor since July, 2013, he has brought an innovative, problem-solving focus to the office that combines tough and effective prosecution with initiatives to improve public safety and the quality of life throughout the city.

Complimentary lunch and valet parking provided by VICA. VICA University workshops are free and open to all VICA members. You may not be the right person to attend, but someone in your office needs this information! Please RSVP to [jessica@vica.com](mailto:jessica@vica.com).

Non-members who are interested in attending are encouraged to contact Helene at the VICA office. For more information, email [helene@vica.com](mailto:helene@vica.com) or call 818.817.0545.



Rita Moreno <rita.moreno@lacity.org>

---

## Studio City BID 2nd Quarter Report & Newsletter

---

**Rita Moreno** <rita.moreno@lacity.org>

Thu, Jul 28, 2016 at 3:32 PM

To: "John T. Walker" <john@thescbd.com>

Cc: Danielle Condit <danielle@thescbd.com>

Hi there.

We received your 2nd quarter report and newsletter. I enjoyed reading both to learn about the activities in the BID. There is just one piece of information missing in the quarterly report. Can you revise or send a supplemental that includes the financials for the quarter? It should list the budget category with the annual budgeted amount, the amount spent on that particular category for the quarter and year-to-date, and the projected 3rd quarter expenditure.

Thanks and let me know if you have any questions.

Rita

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130



Rita Moreno <rita.moreno@lacity.org>

---

## SCBD 2nd Quarter Report\_Budget

---

**Rita Moreno** <rita.moreno@lacity.org>  
To: Danielle Condit <Danielle@thescbd.com>  
Cc: "John T. Walker" <John@thescbd.com>

Tue, Aug 2, 2016 at 8:01 AM

Okay, thanks.

On Mon, Aug 1, 2016 at 3:48 PM, Danielle Condit <Danielle@thescbd.com> wrote:

Rita,

Attached is the supplemental report that includes the financials for the SCBD 2nd Quarter 2016.

Best always,

Danielle Condit  
Marketing & Services Coordinator  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite A  
Studio City, Ca 91604  
Ofc: [818.655.5377](tel:818.655.5377)  
Fax: [818.655.8327](tel:818.655.8327)  
[Danielle@thescbd.com](mailto:Danielle@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

--  
Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130

BUDGET LINEITEM	ANNUAL BUDGET	AMOUNT SPENT THIS QUARTER	AMOUNT SPENT YEAR-TO-DATE	PROJECTED SPENDING FOR NEXT QUARTER
42 % Landscaping, Sanitation, Beautification	\$246,222.02	\$ 68,009.02	\$ 137,388.02	\$ 68,000.00
23% Streetscape / Capital Improvements	\$149,817.63	\$ 8,164.00	\$ 24,677.00	\$ 50,000.00
12% Marketing	\$105,523.72	\$ 16,953.99	\$ 18,554.12	\$ 20,000.00
18% Administration	\$117,248.58	\$ 47,244.42	\$ 49,180.63	\$ 48,000.00
5% Uncollected Assessments/ Contingency	\$32,569.05	-	-	-
<b>Total Budget</b>	<b>\$651,381.00</b>	<b>\$ 140,371.43</b>	<b>\$ 229,799.77</b>	<b>\$ 186,000.00</b>

**\*\*The Board voted at the May 2nd, 2016 Board meeting to roll over 10% of funds from Landscaping, Sanitation, Beautification and move it to Marketing**

**\*\*Attached is our quarterly report. The projected numbers for this report do not contain a Line Item for our Shuttle so the numbers are incorporated and projected into the report itself. There will be a Line Item for the 2017 projections. With that in mind and beyond what our projections are for the next quarter, we are looking at a reserve, still dedicated to our Shuttle/Streetscape and Capital Improvements of over \$200,000. We are anticipating a return of our Shuttle program for the Holiday Season in December and of a Capital Improvement of lighting all of our Business District year round.**





Rita Moreno <rita.moreno@lacity.org>

---

## Regular Studio City BID Meetings

5 messages

---

**Rita Moreno** <rita.moreno@lacity.org>

Fri, Aug 26, 2016 at 5:31 PM

To: "John T. Walker" <john@thescbd.com>, Danielle Condit <danielle@thescbd.com>

Hi there.

Hope you're both doing well. I was looking up this information in the newsletters, but could not find it. What is your regular meeting date?

Thanks and have a great weekend!

Rita

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130

---

**JOHN WALKER** <john@thescbd.com>

Sat, Aug 27, 2016 at 9:19 AM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Danielle Condit <danielle@thescbd.com>

Hi Rita:

Our meetings are scheduled on the 2nd Monday of every other month. Our next scheduled meeting is in September - would you like to be on the Agenda?

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite A  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[john@thescbd.com](mailto:john@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



[Quoted text hidden]

---

**Rita Moreno** <rita.moreno@lacity.org>

Mon, Aug 29, 2016 at 7:53 AM

To: JOHN WALKER <john@thescbd.com>

Cc: Danielle Condit <danielle@thescbd.com>

Good Morning,

I don't need to be on the agenda, just would like to attend. Let me know the time and place.

Thanks and have a great week!

Rita

[Quoted text hidden]

---

**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>  
Cc: Danielle Condit <danielle@thescbd.com>

Mon, Aug 29, 2016 at 11:12 AM

Good Morning -

OK. Our meetings are held on the CBS Studio Center Lot - 4024 Radford Ave. I will have Danielle send you our Agenda when it's completed.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



On Aug 29, 2016, at 7:53 AM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:

Good Morning,

I don't need to be on the agenda, just would like to attend. Let me know the time and place.

Thanks and have a great week!

Rita

On Sat, Aug 27, 2016 at 9:19 AM, JOHN WALKER <[john@thescbd.com](mailto:john@thescbd.com)> wrote:  
Hi Rita:

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John Walker  
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[john@thescbd.com](mailto:john@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

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<image002.png> <image003.png> <image004.png>

On Aug 26, 2016, at 5:31 PM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:

Hi there.

Hope you're both doing well. I was looking up this information in the newsletters, but could not find it. What is your regular meeting date?

Thanks and have a great weekend!

Rita

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130

---

**Rita Moreno** <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>  
To: John Walker <[john@thescbd.com](mailto:john@thescbd.com)>  
Cc: Danielle Condit <[danielle@thescbd.com](mailto:danielle@thescbd.com)>

Mon, Aug 29, 2016 at 11:38 AM

Great, thanks.

[Quoted text hidden]



Rita Moreno <rita.moreno@lacity.org>

---

## Studio City BID New Invoice

5 messages

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**Rita Moreno** <rita.moreno@lacity.org>  
To: "John T. Walker" <john@thescbd.com>  
Cc: Danielle Condit <danielle@thescbd.com>

Tue, Aug 30, 2016 at 12:37 PM

Hi John,

We received and are processing the new invoice. I changed the invoice number to 088-5, since it's the 5th invoice this year. Also, I'm not sure if the 2015 financial statement has been sent; it was due 7/22. The invoice copied Rick Scott so you might want to change the "cc" to my name.

Thanks.

Rita

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130

---

**Danielle Condit** <Danielle@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>  
Cc: "John T. Walker" <John@thescbd.com>

Tue, Aug 30, 2016 at 12:50 PM

Rita,

I will mail you another RFS and will be mailed out today. I'm not sure why the last one didn't get to you, it was mailed out last month. And I will update our invoice template, thank you.

Best,

Danielle Condit  
Marketing & Services Coordinator  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[Danielle@thescbd.com](mailto:Danielle@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



[Quoted text hidden]

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**Rita Moreno** <rita.moreno@lacity.org>

Tue, Aug 30, 2016 at 1:10 PM

To: Danielle Condit <Danielle@thescbd.com>  
Cc: "John T. Walker" <John@thescbd.com>

okay thanks

[Quoted text hidden]

---

**Rita Moreno** <rita.moreno@lacity.org>  
To: Danielle Condit <Danielle@thescbd.com>  
Cc: "John T. Walker" <John@thescbd.com>

Thu, Sep 1, 2016 at 4:04 PM

Got it today, thank you!

[Quoted text hidden]

---

**Danielle Condit** <Danielle@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>  
Cc: "John T. Walker" <John@thescbd.com>

Thu, Sep 1, 2016 at 4:07 PM

Great News!! Please let me know if there is anything else you need.

Best,

Danielle Condit  
Marketing & Services Coordinator  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[Danielle@thescbd.com](mailto:Danielle@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



On Sep 1, 2016, at 4:04 PM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:

Got it today, thank you!

On Tue, Aug 30, 2016 at 1:10 PM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:

okay thanks

On Tue, Aug 30, 2016 at 12:50 PM, Danielle Condit <[Danielle@thescbd.com](mailto:Danielle@thescbd.com)> wrote:

Rita,

I will mail you another RFS and will be mailed out today. I'm not sure why the last one didn't get to you, it was mailed out last month. And I will update our invoice template, thank you.

Best,

Danielle Condit  
Marketing & Services Coordinator  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
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Fax: [818.655.8327](tel:818.655.8327)  
[Danielle@thescbd.com](mailto:Danielle@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

<LogoProposalMarch Signature.jpg>

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[Quoted text hidden]

[Quoted text hidden]

[Quoted text hidden]



Rita Moreno <rita.moreno@lacity.org>

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## 2015 Financial Statement Review

---

**Rita Moreno** <rita.moreno@lacity.org>  
To: JOHN WALKER <John@thescbd.com>

Fri, Sep 2, 2016 at 2:57 PM

Okay, I'll let you and Danielle know next week.

On Fri, Sep 2, 2016 at 12:31 PM, JOHN WALKER <John@thescbd.com> wrote:

Hi Rita:

Thank you for this information and I will add what I know:

I believe the 10% you are speaking of took place in 2015 and was approved by the Board and by the City Clerk (however that works) - Rick Scott was dealing with Lorena on that.

As for the "General Categories" you mentioned, I have forwarded your questions to our CPA. They are the second pair of eyes and the most reliable to answer these questions. As soon as we speak or I hear from them, I will contact you.

Regarding September 12, I will be at City Hall all day until very close to our Board meeting. Danielle will be in our office, which are in Edit 2 - Room 8. If you are planning on coming in, please let her know so that she can arrange access.

Please let me know if you have any other questions.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[john@thescbd.com](mailto:john@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



On Sep 2, 2016, at 10:51 AM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:

Hi John,

This is probably new for both of us, but I'm sharing my review of the 2015 Financial Statement. First, I noticed that the accountant used general categories instead of those listed in the MDP and which you have used in your quarterly reports. That may just be the way accountants categorize or list items.

The other issue I noted is the percent of the total income expended on each of the categories versus that listed in the MDP. The MDP allows for a re-allocation of up to 10%, but only by line item within the budget categories, and it would have to be pre-approved by the Board and City Council (page 26, Section A.2).

The Financial Statement indicates that the reallocation was made from one category to another and in excess of 10% in some cases. I put together a spreadsheet and have attached it for your review.

Again, I may be looking at this all wrong, but we should discuss. I plan to tour your district on the 12th before the meeting, so we can always schedule some time then.

Thanks and have a great Labor Day weekend!

Rita

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130  
<2015 Financial Statement Review.pdf.xlsx>

--

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Financial Statement Categories	% of Assessment Revenue		MDP Categories	MDP Percent	Percent Difference
Maintenance.....	\$181,952	31.93%	Landscape/Sanitation/ Beautification	42.00%	-10.07%
Streetscape/parking security & capital improvements.....	\$66,086	11.60%	Streetscape/Capital Improvements	23.00%	-11.40%
Marketing.....	\$30,289	5.31%	Marketing	12.00%	-6.69%
Support services.....	\$125,584	22.04%	Administration	18.00%	4.04%
<i>Increase in unrestricted net assets</i> .....	\$165,981	29.12%	Uncollected Assessments/ Contingency	5.00%	24.12%

Total Assessment: \$569,892



Rita Moreno <rita.moreno@lacity.org>

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## Our Board Meeting

2 messages

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**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Thu, Sep 15, 2016 at 4:25 PM

Once again, I want you to know how horrible I feel by not formally introducing to you at our meeting. I meant to do that after the Councilman spoke and was departing but, I have a President who just likes to talk and RACES into a myriad of topics, often not on the Agenda - - and again, I am very happy to hear that your tour of our community brought out positive comments. I stay ON TOP of everything and representing this community is important to me, Danielle and most of those we work closely with.

Regards,

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



---

**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>

Thu, Sep 15, 2016 at 5:27 PM

John,

Don't worry about it. I could tell you had a million and one things going through your head trying to get through the items on the agenda. Some of your Board Members were irreverently hilarious and I thoroughly enjoyed myself.

I liked walking the district since it gave me the opportunity to see what's there. There are some great shops and eateries; a special marketing event during the holidays could definitely be successful. I'm glad the Council Office was able to secure funding to construct the missing sidewalks along Ventura Blvd.

There were a few problems, but I think they're typical of any area:

- some trash cans at bus stops were full, but I think they probably fill up quickly
- slight trash around the perimeter of Ralphs (garden areas) and the 76 gas station, as well as at the bridge on Coldwater
- empty building between the Sportsmen's Lodge and the 76 seems to serve as a place for some homeless folks to sleep (perhaps that's why the Sportsmen's Lodge isn't maintaining their garden area off of Coldwater)
- trash bins behind the business adjacent to the Shell gas station are pretty smelly, but I'm not sure how that can be resolved since there is no enclosure
- the other smelly place is the water that runs off around the south east corner of Carpenter; the City may need to clean out some gutters, but I'm not sure of the source.
- there is a pipe that extends to the street curb, in front of the business Nest Bedding. I didn't take down the address, but it's on the north side of the street, west of Jamba Juice. Not sure whether it's exposed because the sidewalk is broken or whether it was not constructed properly.

With the amount of traffic along Ventura, Coldwater and Laurel Canyon, I'm sure it can get pretty bad so your folks are doing a good job keeping it clean.

Let me know if there is anything with which I can help.

Rita

[Quoted text hidden]

--

Rita Moreno  
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Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130



Rita Moreno <rita.moreno@lacity.org>

---

## Answers

4 messages

---

**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Fri, Sep 16, 2016 at 10:44 AM

Hi Rita - good questions and observations.

1. Some trash cans at bus stops were full, but I think they probably fill up quickly

Trash cans located at Bus stops are property of the City and not maintained by the SCBD. SCBD Trashcans can be identified by SCBD signage attached to the trash receptacle.

2. Slight trash around the perimeter of Ralphs (garden areas) and the 76 gas station, as well as at the bridge on Coldwater

The SCBD provides Day Porter services within the public right away, which includes sidewalks, parkways and curbs. Any trash accumulation on private property is the responsibility of the business of property owners.  
The Coldwater bridge is outside of the SCBD District Boundaries.

3. Empty building between the Sportsmen's Lodge and the 76 seems to serve as a place for some homeless folks to sleep (perhaps that's why the Sportsmen's Lodge isn't maintaining their garden area off of Coldwater)

The SCBD is not an enforcement agency and it is up to the Business or Property owner to secure their property from trespassers.  
In regards to the sidewalk, homeless have the right to sleep in the public right away, The SCBD, Police and City do not have authority to move a homeless individual out of the public right of way.

4. Trash bins behind the business adjacent to the Shell gas station are pretty smelly, but I'm not sure how that can be resolved since there is no enclosure

The SCBD does not maintain business or property owner dumpsters, it is the business owner or property owner's responsibility to maintain their dumpsters and work with their service provider in maintaining a clean and tidy appearance. The SCBD is not an enforcement agency and does not have the power to enforce business or property owners to do otherwise.

5. The other smelly place is the water that runs off around the south east corner of Carpenter; the City may need to clean out some gutters, but I'm not sure of the source.

The SCBD is not responsible for the maintenance of gutters, this is a City responsibility. The SCBD provides Day Porter services within the public right away, which includes the sweeping of sidewalks, parkways and curbs.

6. There is a pipe that extends to the street curb, in front of the business Nest Bedding. I didn't take down the address, but it's on the north side of the street, west of Jamba Juice. Not sure whether it's exposed because the sidewalk is broken or whether it was not constructed properly.

This is the responsibility of the City. The SCBD is not responsible for sidewalk continuity. If there is a tripping hazard this can be reported to the City through the 311 program.

Please let me know if you have any other questions or would like to follow up.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



---

**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>

Fri, Sep 16, 2016 at 10:50 AM

Thanks, John. I wasn't "blaming" the BID for these items, I was simply sharing my observations.

[Quoted text hidden]

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130

---

**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Fri, Sep 16, 2016 at 11:05 AM

Hi -

I didn't receive the comments as a complaint which is why I noted the "observations" - I did take a drive last evening before sending a reply.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



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Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
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Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130

---

**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>

Fri, Sep 16, 2016 at 12:44 PM

Okay, just want to make sure. Thanks.

[Quoted text hidden]



Rita Moreno <rita.moreno@lacity.org>

---

## Rollover for 2017

4 messages

---

**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Tue, Oct 4, 2016 at 10:05 AM

Good Morning Rita:

Hope all is well and you are enjoying your position in working with the BID's of Los Angeles.

This is to inform you that we will be rolling over approximately \$135,000 to our projected 2017 Budget.

We had rolled over funds for the past two years in order to bring a Shuttle service to our BID on Ventura Boulevard. We did the trial run this year for a 3 month period. At the end of that trial run, the Board decided that it was too expensive and we were not getting the hoped for ridership. They voted not to bring back the Shuttle program.

Our new project is Overhead Lighting all along our business district on Ventura Blvd. I have all the documents, a working partner and the blessing and support of both our City Councilmember and the Mayor.

The rollover amount projected will be approximately \$135,000 which will be included in our 2017 numbers.

Regards,

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



---

**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>

Wed, Oct 12, 2016 at 11:28 AM

Okay, thanks John.

[Quoted text hidden]

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130

---

**John Walker** <john@thescbd.com>

Wed, Oct 12, 2016 at 11:30 AM

To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>

Hi -

You are welcome - I hope your time away was enjoyable. I am sorry we will not be making the Consortium today. My assistant is out ill and I have meetings for lunch and later in the afternoon.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



On Oct 12, 2016, at 11:28 AM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:

Okay, thanks John.

On Tue, Oct 4, 2016 at 10:05 AM, John Walker <[john@thescbd.com](mailto:john@thescbd.com)> wrote:

Good Morning Rita:

Hope all is well and you are enjoying your position in working with the BID's of Los Angeles.

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Regards,

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Executive Director  
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[www.thescbd.com](http://www.thescbd.com)

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--

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Neighborhood and Business Improvement District Division  
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Office (213) 978-1122  
Fax (213) 978-1130

---

**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>

Wed, Oct 12, 2016 at 12:06 PM

I'm trying to catch up with email and paperwork, so I'm grounded.

[Quoted text hidden]



Rita Moreno <rita.moreno@lacity.org>

---

## 2016 General Benefit Invoice

3 messages

---

**Rita Moreno** <rita.moreno@lacity.org>  
To: "John T. Walker" <john@thescbd.com>  
Cc: Danielle Condit <danielle@thescbd.com>

Thu, Oct 13, 2016 at 3:10 PM

Hi John and Danielle,

The attached letter is regarding the 2016 general benefit amount to be paid by the City to the Studio City BID. A hard copy will follow via USPS.

Please submit your invoice in the amount of \$37,891.36 via email by tomorrow and send a hard copy thereafter as we need to process this expeditiously.

Let me know if you have any questions.

Thank you.

Rita

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130



**Letter re 2016 General Benefit.pdf**  
266K

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**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>  
Cc: Danielle Condit <danielle@thescbd.com>

Thu, Oct 13, 2016 at 3:41 PM

Attached is the Invoice from the Studio City Improvement Association. A hard copy will be mailed out by Friday, November 14, 2016

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

On Oct 13, 2016, at 3:10 PM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:

Hi John and Danielle,

The attached letter is regarding the 2016 general benefit amount to be paid by the City to the Studio City BID. A hard copy will follow via USPS.

Please submit your invoice in the amount of \$37,891.36 via email by tomorrow and send a hard copy thereafter as we need to process this expeditiously.

Let me know if you have any questions.

Thank you.

Rita

--

Rita Moreno  
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Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
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Office (213) 978-1122  
Fax (213) 978-1130  
<Letter re 2016 General Benefit.pdf>

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5 attachments



LogoProposalMarch Signature.jpg  
17K



Facebook Icon.png  
1K



instagram.png  
6K



Twitter Icon.png  
1K



Studio City Improvement Association #089.docx  
155K

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**Rita Moreno** <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>  
To: John Walker <[john@thescbd.com](mailto:john@thescbd.com)>  
Cc: Danielle Condit <[danielle@thescbd.com](mailto:danielle@thescbd.com)>

Thu, Oct 13, 2016 at 4:02 PM

Great, thanks!

On Thu, Oct 13, 2016 at 3:41 PM, John Walker <[john@thescbd.com](mailto:john@thescbd.com)> wrote:

Attached is the Invoice from the Studio City Improvement Association. A hard copy will be mailed out by Friday, November 14, 2016

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
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[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

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[Quoted text hidden]

<Letter re 2016 General Benefit.pdf>

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130

HOLLY L. WOLCOTT  
CITY CLERK

SHANNON D. HOPPE  
EXECUTIVE OFFICER

# City of Los Angeles CALIFORNIA



ERIC GARCETTI  
MAYOR

OFFICE OF THE  
CITY CLERK

NEIGHBORHOOD AND BUSINESS  
IMPROVEMENT DISTRICT DIVISION  
200 N. SPRING STREET, ROOM 224  
LOS ANGELES, CA 90012  
(213) 978-1099  
FAX: (213) 978-1130

MIRANDA PASTER  
DIVISION MANAGER

[clerk.lacity.org](http://clerk.lacity.org)

October 13, 2016

John Walker, Executive Director  
Studio City Business Improvement District  
4024 Radford Avenue, Edit 2, Suite 8  
Studio City, CA 91604

Re: 2016 General Benefit Payment

Dear Mr. Walker:

According to our records, the Studio City Business Improvement District has not submitted an invoice for the 2016 general benefit payment from the City. Please submit an invoice in the amount of \$37,891.36. Reference contract number C-125141.

If you have any questions, please contact your assigned BID Analyst, Rita Moreno, at (213) 978-1122.

Sincerely,

Miranda Paster, Division Manager  
Neighborhood and Business Improvement District Division  
Office of the City Clerk

MCP:RMH:rm



Studio City Improvement Association

November 14, 2016

Ms. Miranda Paster  
Division Manager  
Neighborhood and BID Division  
Office of the City Clerk  
200 North Spring Street, Room 224  
Los Angeles, Ca 90012

RE: Invoice #089 – Agency Account Number – C-125141 Studio City Improvement Association

As outlined in the agreement between the City of Los Angeles and the Studio City Improvement Association, we are requesting payment of funds in the amount of \$37,891.36.

General Benefits Fund: \$37,891.36

Please remit payment to: Studio City Improvement Association  
4024 Radford Avenue, Edit 2 – Room 8  
Studio City, Ca 91604

I certify that payment requested will be expended in accordance with the provisions of the contract agreement #C-124141, and as outlined in the District Management Plan. I certify that I represent the 501c(6) and I am authorized to make this request on behalf of the organization.

Respectfully Submitted,

John Walker  
Executive Director  
Cc: Rita Morena

4024 Radford Ave. Edit 2 – Room 8 – Studio City Ca 91604 / 818-655-5377



Rita Moreno <rita.moreno@lacity.org>

---

## Fwd: The SCBD Contact Form

4 messages

John Walker <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Mon, Oct 17, 2016 at 2:40 PM

Hi Rita -

This is a request that just came in and to be honest, I am not sure (1) if we are allowed to be involved or (2) what the criteria are if we are?

Any help/guidance you can offer would be appreciated.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



Begin forwarded message:

**From:** Annie Cornforth <danielle@thescbd.com>  
**Subject:** The SCBD Contact Form  
**Date:** October 17, 2016 at 1:58:26 PM PDT  
**To:** [danielle@thescbd.com](mailto:danielle@thescbd.com), [john@thescbd.com](mailto:john@thescbd.com)  
**Reply-To:** Annie Cornforth <[acornforth@chla.usc.edu](mailto:acornforth@chla.usc.edu)>



**Company:** Children's Hospital Los Angeles  
**First Name:** Annie  
**Last Name:** Cornforth  
**Email:** [acornforth@chla.usc.edu](mailto:acornforth@chla.usc.edu)  
**Phone:** 3233613459

**Message:** Good afternoon! I am writing to inquire about hosting an event in March of 2017 at the SCBD. I would love to learn how that works for all of the retail and dining locations and to share a little bit about our Make March Matter campaign at Children's Hospital Los Angeles. Please call or email at your convenience. Thank you! Annie Cornforth

---

Rita Moreno <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>

Tue, Oct 18, 2016 at 8:34 AM

Hi John,

It sounds like they may be interested in holding a fundraiser of some type within the BID area. I would call to get more info in order to determine whether it is something you can and or want to do. It may be a promotional opportunity.

Let me know.

Rita

[Quoted text hidden]

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130

**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Tue, Oct 18, 2016 at 10:54 AM

Hi Rita -

Thank you - that's exactly what I will do. I was just not sure how it benefits our Businesses or if we are authorized to spend on events like this?

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



On Oct 18, 2016, at 8:34 AM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:

Hi John,

It sounds like they may be interested in holding a fundraiser of some type within the BID area. I would call to get more info in order to determine whether it is something you can and or want to do. It may be a promotional opportunity.

Let me know.

Rita

On Mon, Oct 17, 2016 at 2:40 PM, John Walker <[john@thescbd.com](mailto:john@thescbd.com)> wrote:

Hi Rita -

This is a request that just came in and to be honest, I am not sure (1) if we are allowed to be involved or (2) what the criteria are if we are?

Any help/guidance you can offer would be appreciated.

John Walker  
Executive Director  
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4024 Radford Ave, Edit 2, Suite 8  
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[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

<LogoProposalMarch Signature.jpg>  
<Facebook Icon.png> <instagram.png> <Twitter Icon.png>

Begin forwarded message:

**From:** Annie Cornforth <[danielle@thescbd.com](mailto:danielle@thescbd.com)>  
**Subject:** The SCBD Contact Form  
**Date:** October 17, 2016 at 1:58:26 PM PDT  
**To:** [danielle@thescbd.com](mailto:danielle@thescbd.com), [john@thescbd.com](mailto:john@thescbd.com)  
**Reply-To:** Annie Cornforth <[acornforth@chla.usc.edu](mailto:acornforth@chla.usc.edu)>



# STUDIO CITY

## BUSINESS DISTRICT

**Company:** Children's Hospital Los Angeles

**First Name:** Annie

**Last Name:** Cornforth

**Email:** [acornforth@chla.usc.edu](mailto:acornforth@chla.usc.edu)

**Phone:** 3233613459

**Message:** Good afternoon! I am writing to inquire about hosting an event in March of 2017 at the SCBD. I would love to learn how that works for all of the retail and dining locations and to share a little bit about our Make March Matter campaign at Children's Hospital Los Angeles. Please call or email at your convenience. Thank you! Annie Cornforth

--

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---

**Rita Moreno** <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>  
To: John Walker <[john@thescbd.com](mailto:john@thescbd.com)>

Tue, Oct 18, 2016 at 11:05 AM

I checked your MDP and didn't see anything in there about hosting events. After you find out more, I'll check. A large scale event that will bring in several hundred people to the BID would increase the use of the parking structure and local businesses will likely see increased customers. If they want to close the street, however, that may not necessarily help all the businesses.

[Quoted text hidden]



Rita Moreno <rita.moreno@lacity.org>

---

## Upcoming Reporting Deadlines

---

**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>  
Cc: Danielle Condit <Danielle@thescbd.com>

Thu, Oct 20, 2016 at 10:05 AM

Okay, thanks.

On Thu, Oct 20, 2016 at 10:01 AM, John Walker <john@thescbd.com> wrote:  
Good Morning Rita -

Also a reminder that our Board meets November 7 and you will have our Annual Report on November 8,

Regards,

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
John@thescbd.com  
www.thescbd.com



On Oct 20, 2016, at 7:58 AM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning All:

Just a reminder that the next deadlines are just around the corner:

October 31: 3rd Quarter Report & Newsletter  
November 1: Annual Report

Let me know if you need any assistance.

Rita

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
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Rita Moreno <rita.moreno@lacity.org>

---

## Upcoming Reporting Deadlines

---

John Walker <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Fri, Oct 21, 2016 at 12:07 PM

Thank you.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



On Oct 21, 2016, at 11:55 AM, Rita Moreno <rita.moreno@lacity.org> wrote:

The way the portal will work is that our reminder email will be generated by the system and will go to the person listed as the "preparer." Once that person completes the needed information, the report is submitted and the system routes it to the person listed as the "approver." That person then can approve and submit to us. If the report needs to be approved by the Board, it's okay that it be submitted at a later date. Whether the "approver" in our system is your Board President or yourself is up to the BID.

On Fri, Oct 21, 2016 at 11:50 AM, John Walker <john@thescbd.com> wrote:  
Good Morning Rita -

Reading this, perhaps I spoke too soon earlier? As you know, I took over this position with little to know training and just presumed that our Board needed to approve the Annual Report. Your email indicates that is not the case and seems to read that the executive director can prepare and submit - is that correct?

If so, we will have our Annual Report ready by November 1.

Regards,

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

<LogoProposalMarch Signature.jpg>  
<Facebook Icon.png> <instagram.png> <Twitter Icon.png>

On Oct 21, 2016, at 11:09 AM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:

Happy Friday Everyone:

As you know, we are preparing to go live with the new BID portal for the submission of the Annual Plan Report. We need to enter the name and email address of the person who will prepare the report and the one who will approve the report for submission. It does not need to be two separate persons, the same person can be the designated to prepare and submit the report.

Please let me know who the person(s) are for your respective BID. If it is someone other than those on this message, please also provide the person's email address.

Thank you.

Rita

On Thu, Oct 20, 2016 at 7:58 AM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:

Good Morning All:

Just a reminder that the next deadlines are just around the corner:

October 31: 3rd Quarter Report & Newsletter  
November 1: Annual Report

Let me know if you need any assistance.

Rita

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
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200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office [\(213\) 978-1122](tel:(213)978-1122)  
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--

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Rita Moreno <rita.moreno@lacity.org>

---

## Question

2 messages

---

**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Thu, Oct 27, 2016 at 2:40 PM

Hi Rita:

Is the General Benefit Money used to supplement the Uncollected Assessments?

I am just trying to fully understand this budget process and how it works.

Regards,

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



---

**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>

Thu, Oct 27, 2016 at 2:46 PM

No. The GB money is what the courts determined is the benefit derived from people who drive through the BID area, for example. Since they do not receive a special benefit and are not assessed, their benefit must come from somewhere. In this case, the City is covering this amount. However, BIDs can do fundraising or apply for grants to cover the annual amount.

Uncollected assessments may be a category in your budget (I'm not looking at it now) that you may cover with roll-over money, for example.

[Quoted text hidden]

--

Rita Moreno  
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Rita Moreno <rita.moreno@lacity.org>

---

## Pofrtal

4 messages

---

**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>  
Cc: Danielle Condit <Danielle@thescbd.com>

Wed, Nov 16, 2016 at 10:54 AM

Hi Rita -

Please send me the information needed to submit our Annual Report. It is completed and approved.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



---

**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>  
Cc: Danielle Condit <Danielle@thescbd.com>

Wed, Nov 16, 2016 at 11:01 AM

Hi John,

You should have received an email on 10/26/16 with a link to the portal. Let me know if I need to resend.

Rita

[Quoted text hidden]

--

Rita Moreno  
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**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>  
Cc: Danielle Condit <Danielle@thescbd.com>

Wed, Nov 16, 2016 at 12:26 PM

Hello Rita -

The only email I have on the 26th is below: Please send me the link

Hi John,

If I understand correctly, you need to move funds from the Streetscape account to the Administration account. The transfer will result in a change of the MDP percentages for each account, but will be within the allowable 10 percent, correct? If so, that's fine.

I'm noting the November 8 date for the 3rd quarter report.

Thanks.

Rita

On Wed, Oct 26, 2016 at 12:19 PM, John Walker <john@thescbd.com> wrote:

Hello Rita -

I am letting you know that we may need to request an extension on our Quarterly Report until November 8th, after our Board meeting. We have more than enough cash on hand but the previous allocation of those funds was not done correctly and I may need to go to the Board and request a 10% rollover from our Streetscape into our Administration. This will allow us to finish out our year and continue on into our first quarter.

Please let me know if you understand and it acceptable?

Regards,

[Quoted text hidden]

[Quoted text hidden]

[Quoted text hidden]

On Nov 16, 2016, at 11:01 AM, Rita Moreno <rita.moreno@lacity.org> wrote:

Hi John,

You should have received an email on 10/26/16 with a link to the portal. Let me know if I need to resend.

Rita

On Wed, Nov 16, 2016 at 10:54 AM, John Walker <[john@thescbd.com](mailto:john@thescbd.com)> wrote:

Hi Rita -

Please send me the information needed to submit our Annual Report. It is completed and approved.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
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<LogoProposalMarch Signature.jpg>

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---

**Rita Moreno** <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>  
To: John Walker <[john@thescbd.com](mailto:john@thescbd.com)>  
Cc: Danielle Condit <[Danielle@thescbd.com](mailto:Danielle@thescbd.com)>

Wed, Nov 16, 2016 at 1:27 PM

John, I'm going to resend it. It will not come from me, rather the system generates the message so keep an eye out for it.

[Quoted text hidden]



Rita Moreno <rita.moreno@lacity.org>

---

## Checking In

2 messages

---

**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Thu, Nov 17, 2016 at 1:29 PM

Hi Rita -

I am following up from our exchanges yesterday. I will be leaving town for a week and will not be coming into the office tomorrow so, if I do not have the information/correction prior to the end of business today, I will not be able to get to this until Monday, November 28 - or, if my associate Danielle Condit can submit I would like your approval.

Regards,

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



---

**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>

Thu, Nov 17, 2016 at 1:40 PM

John, let me check with the systems folks on the fix and get back to you.

[Quoted text hidden]

--

Rita Moreno  
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Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
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Rita Moreno <rita.moreno@lacity.org>

---

## One Penny Difference

---

**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>

Wed, Nov 16, 2016 at 4:07 PM

yes

On Wed, Nov 16, 2016 at 4:05 PM, John Walker <john@thescbd.com> wrote:  
and you see the penny?

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



On Nov 16, 2016, at 4:04 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Okay, I'm waiting for an answer.

On Wed, Nov 16, 2016 at 4:01 PM, John Walker <john@thescbd.com> wrote:

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
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## Total Estimated Revenues/Expenditures

	Zone 1	Zone 2	Total	Assessment	
2017 Assessments	422,654.98	27,744.62	450,399.60	450,399.60	
Estimated Carryover from 2016	152,020.80	9,979.20	162,000.00		
Other Income	32,798.03	2,152.98	34,951.01		
TOTAL ESTIMATED REVENUES	607,473.81	39,876.80	647,350.61		
2017 Estimated Expenditure				Pct.	MDP
Landscaping, Sanitation, and Beautification	255,139.00	16,748.25	271,887.25	42.00%	42.00%
Marketing	72,896.85	4,785.22	77,682.07	12.00%	12.00%
Streetscape, Capital, Parking and Safety I...	139,718.98	9,171.66	148,890.64	23.00%	23.00%
Administration	109,345.29	7,177.82	116,523.11	18.00%	18.00%
Uncollected Assessments/Contingency	30,373.69	1,993.84	32,367.53	5.00%	5.00%
TOTAL ESTIMATED EXPENDITURE	607,473.81	39,876.79	647,350.60	100.00%	

## Appendix A

### Studio City Business Improvement District 2017 Annual Report 2017 Fiscal Year Activities Budget

#### Anticipated Assessment Revenue and Program Expenditures

<b>2017 Revenue Sources</b>	<b>Zone 1</b>	<b>Zone 2</b>		
	93.84%	6.16%		
2017 Special Assessment	\$422,654.98	\$27,744.62	\$450,399.60	
2016 Carryover	\$152,020.80	\$9,979.20	\$162,000.00	
2017 Estimated Contributions/General Benefit	\$32,798.03	\$2,152.98	\$34,951.01	
<b>2017 Total Estimated Revenue</b>	<b>\$607,473.81</b>	<b>\$39,876.80</b>	<b>\$647,350.61</b>	<b>\$647,350.61</b>
<b>2017 Budget Expenditures</b>	<b>Zone 1</b>	<b>Zone 2</b>		
	93.84%	6.16%		
Landscaping, Sanitation, Beautification	\$255,139.00	\$16,748.25	\$271,887.26	42.00%
Marketing	\$72,896.86	\$4,785.22	\$77,682.07	12.00%
Streetscape, Capital, Parking & Safety Improvements	\$139,718.98	\$9,171.66	\$148,890.64	23.00%
Administration	\$109,345.29	\$7,177.82	\$116,523.11	18.00%
Uncollected Assessments / Contingency	\$30,373.69	\$1,993.84	\$32,367.53	5.00%
<b>2017 Total Estimated Expenditures</b>	<b>\$607,473.81</b>	<b>\$39,876.80</b>	<b>\$647,350.61</b>	<b>\$647,350.61 100.00%</b>





Rita Moreno <rita.moreno@lacity.org>

---

## Some Questions

7 messages

---

**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Mon, Nov 28, 2016 at 3:46 PM

Hi Rita -

Hope you have a nice Thanksgiving? We did, it was wonderful and I had my entire family together.

Lots of year end stuff coming in and I want to make sure I am doing it all correctly. One of the things I have received is from ADP, the company that does our payroll - they are asking about a rate change in our unemployment insurance and to my knowledge, nothing has changed. Can you verify that and let me know if there has been a change?

Regards,

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



---

**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>

Tue, Nov 29, 2016 at 8:44 AM

Hi John,

Glad to hear you had a great long holiday weekend. My sister came in from out of town and we got a chance to hang out and watch the sunset at the beach 🌅

About the unemployment insurance rate, are you asking if the City has changed the level of coverage needed? I don't believe the City has anything to do with unemployment insurance rates; here is a link to the State's 2017 rate schedule: [http://www.edd.ca.gov/payroll\\_taxes/rates\\_and\\_withholding.htm](http://www.edd.ca.gov/payroll_taxes/rates_and_withholding.htm), but I'm not sure if that is what you are looking for.

Let me know and I'll confirm.

Thanks.

Rita

[Quoted text hidden]

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk

Neighborhood and Business Improvement District Division  
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---

**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Tue, Nov 29, 2016 at 9:15 AM

Good Morning -

Sounds like you had a nice time as well.

I received a Letter from the City requesting information about our Worker Compensation Insurance and in checking further, I think I need to contact our Insurance Agent and have them submit - you are listed in this Letter and to be copied [RITA.MORENO@LACITY.ORG](mailto:RITA.MORENO@LACITY.ORG), do you know what I am speaking of>?

Regards,

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



On Nov 29, 2016, at 8:44 AM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:

Hi John,

Glad to hear you had a great long holiday weekend. My sister came in from out of town and we got a chance to hang out and watch the sunset at the beach 🌅

About the unemployment insurance rate, are you asking if the City has changed the level of coverage needed? I don't believe the City has anything to do with unemployment insurance rates; here is a link to the State's 2017 rate schedule: [http://www.edd.ca.gov/payroll\\_taxes/rates\\_and\\_withholding.htm](http://www.edd.ca.gov/payroll_taxes/rates_and_withholding.htm), but I'm not sure if that is what you are looking for.

Let me know and I'll confirm.

Thanks.

Rita

On Mon, Nov 28, 2016 at 3:46 PM, John Walker <[john@thescbd.com](mailto:john@thescbd.com)> wrote:

Hi Rita -

Hope you have a nice Thanksgiving? We did, it was wonderful and I had my entire family together.

Lots of year end stuff coming in and I want to make sure I am doing it all correctly. One of the things I have received is from ADP, the company that does our payroll - - they are asking about a rate change in our unemployment insurance and to my knowledge, nothing has changed. Can you verify that and let me know if there has been a change?

Regards,

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: [818.655.5377](tel:818.655.5377)  
Fax: [818.655.8327](tel:818.655.8327)  
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[www.thescbd.com](http://www.thescbd.com)

<LogoProposalMarch Signature.jpg>

<Facebook Icon.png> <instagram.png> <Twitter Icon.png>

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130



---

**Rita Moreno** <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>  
To: John Walker <[john@thescbd.com](mailto:john@thescbd.com)>

Tue, Nov 29, 2016 at 9:54 AM

I checked your insurance coverage on <http://track4la.lacity.org/> and see that your (Studio City Improvement Association) Worker's Comp. Insurance is valid through 1/29/17. You are fine for another two months. Do you know which department and who specifically sent the letter?

[Quoted text hidden]

---

**John Walker** <[john@thescbd.com](mailto:john@thescbd.com)>  
To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>

Tue, Nov 29, 2016 at 10:27 AM

Hi -

Sent from Miranda Paster at Neighborhood and Business Improvement District

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
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Executive Director  
Studio City Business District  
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Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

[Quoted text hidden]

[Quoted text hidden]

[Quoted text hidden]

---

**Rita Moreno** <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>  
To: John Walker <[john@thescbd.com](mailto:john@thescbd.com)>

Tue, Nov 29, 2016 at 2:54 PM

Hi John,

Miranda is in interviews all day, but I finally got an answer. We send reminder letters about two months prior to insurance expiration dates, so this is just a heads up to renew before the expiration date.

Let me know if you need help with anything else.

Rita

[Quoted text hidden]

---

**John Walker** <[john@thescbd.com](mailto:john@thescbd.com)>  
To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>

Tue, Nov 29, 2016 at 2:55 PM

Hi - Sorry, I have it handled.

Thank you for your help.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
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Hi -

Sent from Miranda Paster at Neighborhood and Business Improvement District

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

[Quoted text hidden]

[Quoted text hidden]

[Quoted text hidden]





Rita Moreno <rita.moreno@lacity.org>

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## 3rd Quarter Report

10 messages

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**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>  
Cc: Danielle Condit <Danielle@thescbd.com>

Wed, Oct 26, 2016 at 12:19 PM

Hello Rita -

I am letting you know that we may need to request an extension on our Quarterly Report until November 8th, after our Board meeting. We have more than enough cash on hand but the previous allocation of those funds was not done correctly and I may need to go to the Board and request a 10% rollover from our Streetscape into our Administration. This will allow us to finish out our year and continue on into our first quarter.

Please let me know if you understand and it acceptable?

Regards,

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



---

**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>  
Cc: Danielle Condit <Danielle@thescbd.com>

Wed, Oct 26, 2016 at 12:47 PM

Hi John,

If I understand correctly, you need to move funds from the Streetscape account to the Administration account. The transfer will result in a change of the MDP percentages for each account, but will be within the allowable 10 percent, correct? If so, that's fine.

I'm noting the November 8 date for the 3rd quarter report.

Thanks.

Rita

[Quoted text hidden]

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk

Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130



---

**John Walker** <[john@thescbd.com](mailto:john@thescbd.com)>  
To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>  
Cc: Danielle Condit <[Danielle@thescbd.com](mailto:Danielle@thescbd.com)>

Wed, Oct 26, 2016 at 12:55 PM

Hi Rita -

Yes, that is correct and thank you.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
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<LogoProposalMarch Signature.jpg>  
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--

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Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
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---

**Rita Moreno** <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>  
To: John Walker <[john@thescbd.com](mailto:john@thescbd.com)>  
Cc: Danielle Condit <[Danielle@thescbd.com](mailto:Danielle@thescbd.com)>

Fri, Dec 2, 2016 at 4:03 PM

Hi John,

Hope you enjoyed the Thanksgiving holiday long weekend. I'm checking in with you on the 3rd quarter report and newsletter. We can't approve payment of the \$264.30 in interest unless the reports are current.

Let me know if you need any assistance.

Thanks.

Rita

[Quoted text hidden]

---

**Danielle Condit** <[Danielle@thescbd.com](mailto:Danielle@thescbd.com)>

Fri, Dec 2, 2016 at 4:08 PM

To: Rita Moreno <rita.moreno@lacity.org>  
Cc: "John T. Walker" <John@thescbd.com>

Hi Rita,

Those were mailed off to the City a few weeks ago. I could mail them again or if you prefer I could email both documents to you. I'm not sure why they haven't reached you.

Best,

Danielle Condit  
Marketing & Services Coordinator  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[Danielle@thescbd.com](mailto:Danielle@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



On Dec 2, 2016, at 4:03 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

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Let me know if you need any assistance.

Thanks.

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Hi Rita -

Yes, that is correct and thank you.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: [818.655.5377](tel:818.655.5377)  
Fax: [818.655.8327](tel:818.655.8327)  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

[Quoted text hidden]

[Quoted text hidden]

[Quoted text hidden]

To: Danielle Condit <Danielle@thescbd.com>  
Cc: "John T. Walker" <John@thescbd.com>

I think they go to Miranda and it may take a while for them to make their way to me. If you have electronic copies, yes, go ahead and send them to me.

Thanks and have a great weekend!

[Quoted text hidden]

---

**Danielle Condit** <Danielle@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>  
Cc: "John T. Walker" <John@thescbd.com>

Fri, Dec 2, 2016 at 4:15 PM

Ok, that's good to know! Attached are the requested documents.

Have a wonderful weekend!

Best always,

Danielle

Danielle Condit  
Marketing & Services Coordinator  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[Danielle@thescbd.com](mailto:Danielle@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

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**7 attachments**



LogoProposalMarch Signature.jpg  
17K



Facebook Icon.png  
1K



instagram.png  
6K



Twitter Icon.png  
1K



2016 3rd Quarter Newsletter.pdf  
1899K



2016 Third Quarter Quarterly Report.docx  
877K



**Rita Moreno** <rita.moreno@lacity.org>  
To: Danielle Condit <Danielle@thescbd.com>  
Cc: "John T. Walker" <John@thescbd.com>

Fri, Dec 2, 2016 at 4:25 PM

Very cool, thank you!

[Quoted text hidden]

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130



**JOHN WALKER** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Fri, Dec 2, 2016 at 4:46 PM

Hi Rita -

You should have already received it but I have had Danielle resend it - please let me know you got it?

Regards,

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite A  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[john@thescbd.com](mailto:john@thescbd.com)  
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**Rita Moreno** <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>  
To: JOHN WALKER <[john@thescbd.com](mailto:john@thescbd.com)>

Fri, Dec 2, 2016 at 4:49 PM

Yes, I got it...thanks!

[Quoted text hidden]



#### **BOARD OF DIRECTORS**

**Tony Richman, President**  
**RICHMAN ENTERPRISES**

**Ben Di Benedetto, Vice President**  
**KELLER WILLIAMS REALTY**

**Patrick Parhami, Esq., Treasurer**  
**PARHAMI LAW GROUP**

**Gilbert A. Stayner, Secretary**  
**PROPERTY OWNER**

**Alfredo Annino, Board Member**  
**PROPERTY OWNER**

**Dean Cutler, Board Member**  
**PROPERTY OWNER/  
THE PIKEN COMPANY**

**Matthew C. Dunn, Board Member**  
**PROPERTY OWNER/  
THE CONWAY COMPANY**

**Stephen Chavez, Board Member**  
**SPORTSMEN'S LODGE HOTEL**

**Scott Frager, Board Member**  
**PINZ BOWLING CENTER**

**Frank Leon, Board Member**  
**PROPERTY OWNER**

**Mikayel Israyelyan, Board Member**  
**ISRAYELIAN & ASSOCIATES**

**Mike Sitkin, Board Member**  
**BUSINESS OWNER**

**Joseph Sitkin, Board Member**  
**PROPERTY OWNER**

**Barry Wise, Board Member**  
**BUSINESS OWNER**  
**STUDIO CITY LIFESTYLE MAGAZINE**

**Donna Stern, Board Member**  
**PROPERTY OWNER**

**John Walker, SCBD Executive Director**  
**Danielle Condit, Services Coordinator**

4024 Radford Ave., Edit. 2, Rm 8  
Studio City, CA 91604  
(818) 655-5377 (818) 655-8327 FAX  
Website: [www.TheSCBD.com](http://www.TheSCBD.com)

# STUDIO CITY

## BUSINESS DISTRICT



**The Studio City Business District invites you to attend  
Our Final Board Meeting of 2016**



**Monday, November 7, 2016  
5:00 PM**

**CBS Studio Center  
4024 Radford Avenue,  
Mack Sennett Building, Room 112,  
Studio City, CA**

**Please RSVP to Danielle Condit  
at: 818-655-5377 or  
[Danielle@thescbd.com](mailto:Danielle@thescbd.com).**

*\*Your RSVP is not required in order to attend the meeting, but is appreciated.*



**RioZonas Açaí**  
12215 Ventura Blvd,  
Studio City, CA 91604  
818-853-7585

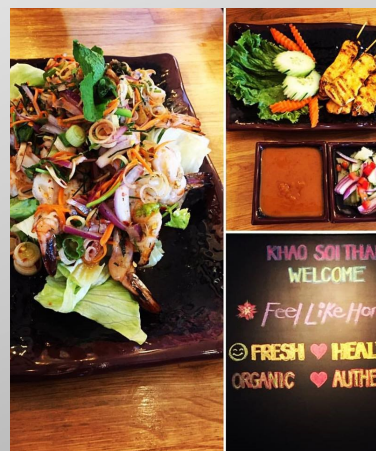
## BUSINESS SPOTLIGHT

**Khao Soi Thai**  
12215 Ventura Blvd #112,  
Studio City, CA 91604  
818-853-2222



**RioZonas Açaí** the popular Brazilian café based in Studio City, has become a community hot spot due to the enticing antioxidant-rich, acai bowls. The dish can be dressed up with many different toppings, usually with fresh fruit, granola & shaved coconut. Acai bowls are the newest thing on the health circuit. Packed with plant-based protein, healthy fat, fiber & phytonutrients!

**Khao Soi Thai** Have you tried the newest Studio City Sensation, Khao Soi Thai? The restaurant recently opened in the SCBD and they are serving fresh, organic, authentic Thai dishes! Eric Waisbard, owner of Khao Soi Thai is a frequent visitor to Thailand and has put his heart and soul into the menu.



## ROCK THE VOTE

The General Election is on November 8th, 2016. Remember to visit your assigned polling place and make your voice heard. Every vote counts. So, if you are unsure of your registration status or how you are registered to vote; whether it be online, through mail or at a polling place. You can check your status at [www.lavote.net](http://www.lavote.net)

*Remember! If you don't Vote, that's a Vote for the other Party.*

### Tree Trimming in the Studio City Business District!!

It's that time of year again in the Studio City Business District (SCBD). The SCBD will be scheduling its seconded tree trimming of the year in the coming months. Prior notice will go out to all businesses with a date and time the tree trimming will take place!!

The SCBD will continue to contract with Stay Green, Inc. we are very pleased with the company and their skillfully trained workers. Dead fronds and loose petioles are carefully removed from palm trees. These items can be hazardous when they fall, particularly to pedestrians and business below.

The Ventura Blvd medians are also scheduled to be trimmed along with the palm trees. Medians are trimmed once a year as to not inhibit business signage and improve the overall look of the entire Studio City corridor.



## WE'RE SOCIAL



Follow us on your  
favorite social media sites

### Email

John Walker, SCBD Executive Director  
[John@thescbd.com](mailto:John@thescbd.com)

Danielle Condit, Marketing & Services Coordinator  
[Danielle@thescbd.com](mailto:Danielle@thescbd.com)

### Mailing Address

CBS Studio Center

New\* 4024 Radford Ave., Edit. 2, Room 8

Studio City, CA 91604

Office: 818-655-5377

Fax: 818-655-8327



October 30, 2016

Ms. Miranda Paster  
Division Manager  
Neighborhood and BID Division  
Office of the City Clerk  
200 North Spring Street, Room 224  
Los Angeles, CA 90012

RE: Quarterly Report  
July/August/September 2016

Dear Ms. Paster:

On behalf of the Board of Directors, I am pleased to submit the following Quarterly Report for the Studio City Improvement Association for July/August/September 2016.

**History/Background**

The Studio City Improvement Association is a private non-profit organization that was formed in 1996 for the purpose of forming a property-based Business Improvement District (BID) in the core commercial area of Studio City. Below is a historical background of the history of the Studio City BID:

- The Studio City Improvement Association (SCIA) corporation was formed in 1996.
- The first five-year term of the Studio City Business District was from September 1<sup>st</sup>, 1999 to August 31<sup>st</sup>, 2004. The SCIA operating contract was amended to December 31<sup>st</sup>, 2004.
- The SCIA renewed the Studio City Business District (BID) for a second term that ran from January 1<sup>st</sup>, 2005 through December 31<sup>st</sup>, 2009. The SCIA renewed the Studio City BID for a third five-year term in 2009, which began on January 1<sup>st</sup>, 2010 and ended on December 31<sup>st</sup>, 2014.
- The SCIA renewed the Studio City BID for another five-year term which began on January 1, 2015 and will run through December 31, 2019. During this renewal, the District expanded its boundaries westward on Ventura Blvd. with the new western boundary extending to Coldwater Canyon Ave.



## Budget

The following is the breakdown of the SCIA's annual budget categories 36650 (b)(2) as approved in the Studio City Management District Plan.

**PBID Categories and Percentage of 2016 Service Budget**

		42%	23%	12%	18%	5%	
	% of Budget	Landscaping, Sanitation, Beautification	Streetscape / Capital Improvements	Marketing	Administration	Uncollected Assessments/ Contingency	Total Budget
<b>Expenditures</b>							
Zone 1	93.84%	\$192,449.04	\$105,388.76	\$54,985.44	\$82,478.16	\$22,910.60	\$458,212.00
Zone 2	6.16%	\$12,633.06	\$6,918.10	\$3,609.44	\$5,414.17	\$1,503.94	\$30,078.71
<b>TOTAL EXPENSES</b>	<b>100%</b>	<b>\$205,082.10</b>	<b>\$112,306.86</b>	<b>\$58,594.89</b>	<b>\$87,892.33</b>	<b>\$24,414.54</b>	<b>\$488,290.71</b>
<b>Revenues</b>							
Assessment Funds	92.24%	\$189,167.73	\$103,591.85	\$54,047.92	\$81,071.88	\$22,519.97	\$450,399.35
General Benefit Funds*	7.76%	\$15,914.37	\$8,715.01	\$4,546.96	\$6,820.44	\$1,894.57	\$ 37,891.36
<b>TOTAL REVENUES</b>	<b>100%</b>	<b>\$205,082.10</b>	<b>\$112,306.86</b>	<b>\$58,594.89</b>	<b>\$87,892.33</b>	<b>\$24,414.54</b>	<b>\$488,290.71</b>

\* Other non-assessment funding to cover the cost associated with general benefit.

### Landscaping, Sanitation and Beautification

This special benefit includes trash pickup, trash bag replacement, weed abatement, day porter services, tree trimming, tree watering, annual mulching and sidewalk pressure washing.

**Trash Removal and Median Maintenance** –The SCIA currently contracts with Stay Green Inc. for its trash removal service. Trash receptacles are serviced three times per week. The Studio City Improvement Association continues to contract with Stay Green Inc. to service the 110 trash receptacles and to provide maintenance for the medians.

**Weed Abatement** – This quarter the SCIA terminated their contract with Landsco Inc. and hired Stay Green to provide monthly weed abatement service around the perimeter of the palm trees and on the sidewalk as needed.

**Day Porter** – The SCIA terminated their contact with Landsco Inc, and hired Stay Green Inc for Day Porter services. The day porters provide five-day coverage, 8 hours per day (7:00 a.m. to 3:00 p.m.) Sidewalks and curbs are swept daily. In addition, day porters also remove some graffiti on benches.

**Tree well and day lily watering** – The SCIA terminated their contact with Landsco Inc, and hired Stay Green Inc to water the tree wells and daylilies in the District. The day lilies will continue to be watered one to two times per week, depending on the weather.

**Sidewalk Cleaning** - American Maid Clean continues to provide sidewalk pressure washing services. Each month, one fourth of the BID is pressure washed so that the entire BID is cleaned three times per year. In addition, the intersection of Ventura Boulevard and Laurel Canyon Boulevard is cleaned on a monthly basis due to the high pedestrian traffic.

The cleaning schedule is as follows:

- 1/4 of the District is pressure washed during the first week of each month
- Corner of Laurel Canyon & Ventura Boulevard during the fourth week of each month
- Spot cleaning is done continuously as needed

**Minimum Wage Increase-** Due to the minimum wage increase, the SCBD has experienced a rise in service rates passed onto the organization from the vendor. A few SCBD vendors have increased their monthly rates of service by as much as 5% and 10%. To stay competitive, the SCBD released a Request For Proposal for any service that increased their monthly rate. The SCIA has hired Stay Green Inc. to take over all services currently provide by Landsco, Inc. the new contract took effect this quarter beginning July 1<sup>st</sup>, 2016.

#### Streetscape & Capital Projects

**Shuttle Program-** This quarter the SCIA launched the SCBD Shuttle program. The service officially began July 2, 2016. The Shuttle operated Saturday's and Sundays between 9am – 8pm, making frequent stops throughout the District using MTA/ DASH stops; the SCIA was given two DASH buses from LADOT for this program and is operated by MV Transportations who is contracted through the City of Los Angeles.

**Security-** Securitech Security Services continues to patrol the Studio City Business District twice per evening, seven days per week. The purpose of the nightly patrol is to create a visual deterrent to help decrease trespassing violations on private property, mitigate vandalism, loitering and reduce overall general criminal activity. Over the last year the security program has played an essential roll in the reduction of trespassers on private property within the Studio City Business District.

**SCBD Lighting Project-** The SCIA is in the thought process stages of implementing a lighting program in the SCBD. The SCIA's vision is to light-up Ventura Blvd and Ventura Pl with overhead crisscross string lighting. The lighting would serve as a district gateway into the SCBD and give visitors a sense of place and identity when visiting the SCBD. Walker has met with a lighting company that has quoted the project at \$99,917.98. Walker has the support of other community organizations in Studio City and Council District 2 (CD2); he plans to apply for a matching grant from CD2 to help fund some of the projects costs.



### Marketing Program

**SCBD Website** – The SCBD continues to use their new website to promote events, community meetings and local alerts. The SCBD continues to update their business directory. Businesses can create a profile on our website and customize the profile to their liking. The profiles can include a short description of services, contact information, photos, links to their social media sites and promotions.

**SCBD Shuttle**- The SCBD shuttle will advertise the District throughout the City of Los Angeles. The DASH buses have graphics wrapped on each vehicle, with our logo on the back, passenger-side and front of the bus. The graphics stay on the buses at all times, even when the buses are not being used by the SCBD. The buses will be used during the weekday by LADOT for scheduled public transportation, the additional advertising comes at no extra cost to the SCBD.



**Monthly Advertisements** - The SCIA Board of Directors continues to place a monthly advertisement in a local magazine called "Studio City Lifestyle Magazine." Each month, the Executive Director creates a ½ page advertisement. The purpose of the ad is to create visibility, to promote shopping throughout the District and to promote usage of the Studio City Parking Structure.

**Schools Marketing Program** - The "Schools Marketing Program" is an incentive program that credits the local public schools with 10% of the receipt total from purchases at shops and businesses within the boundaries of the BID. At the last SCIA Board meeting held on September 12, 2016 the Board adjusted the schools marketing budget which will take affect beginning 2017. The SCIA Board has voted to continue the schools marketing program, awarding a maximum disbursement of \$2,500 per school. This year's eligible schools include Carpenter Avenue Elementary, Colfax Avenue Elementary, Walter Reed Middle School and Rio Vista. Schools will be eligible for a maximum disbursement of \$2,500 annually. Additionally, Studio City Co-Op is eligible to earn up to \$1,000 annually for their school.

As of this quarter Colfax Avenue Elementary has submitted their receipts, a check for \$5,500 was generated by the SCBD administrative staff and mailed to the school.

### Social Media Efforts

The SCIA has extensively utilized social media this quarter. Social media mediums include Facebook, Twitter, Instagram and Snapchat. The social media accounts are used to promote events and businesses in the the SCBD. The SCBD social media following continues upward trend.

Studio City Board Meetings

During this quarter, the SCIA had two Board Meetings and one Ad-Hoc meeting, the meetings took place on July 11, 2016, August 22, 2016 and September 12, 2016. SCIA President Tony Richman presided over the meetings.

Administration

The following is a status report on other administrative issues:

The SCIA submitted the 2016 Annual Planning Report on November 1, 2015.

The SCIA began its fourth five-year contract with the City of Los Angeles on 1/1/15. The contract is for a five-year term and will run through December 31, 2019.

The 2016 annual budget is \$488,290.71.

The Directors and Officers Insurance policy renewal was on 2/15/16.

The SCIA General Liability Insurance policy renewal was on 2/15/16.

The SCIA's "reviewed" Financial Statement has been prepared by Tom Soule, CPA and was submitted to the City in June 2016.

The Federal and State Tax filings were also prepared by Tom Soule, CPA on behalf of the SCIA and submitted to the IRS and State of California in June 2016.

If you have any questions regarding this quarterly report, please call me 818-655-5377.

Sincerely,

*John T. Walker*

John Walker, SCIA Executive Director

cc: Rita Moreno

BUDGET LINEITEM	ANNUAL BUDGET	AMOUNT SPENT THIS QUARTER	AMOUNT SPENT YEAR-TO-DATE	PROJECTED SPENDING FOR NEXT QUARTER
42 % Landscaping, Sanitation, Beautification	\$246,222.02	\$41,214.00	\$160,538.02	\$50,000.00
23% Streetscape / Capital Improvements	\$134,835.87	\$56,321.98	\$74,414.61	\$40,000.00
12% Marketing	\$105,523.72	\$47,953.71	\$73,419.27	\$30,000.00
18% Administration	\$132,230.34	\$28,128.67	\$104,088.51	\$28,141.83
5% Uncollected Assessments/ Contingency	\$32,569.05		\$15,000	
<b>Total Budget</b>	<b>\$651,381.00</b>	<b>\$173,618.36</b>	<b>\$427,460.41</b>	<b>\$148,141.83</b>

The previous administration had assigned our Rent money to be taken from the Uncollected Assessments/Contingency Line Item and as allowed by our Management District Plan, we are using this money to cover “one of the services listed above”, which would be Administration fees for Rent.

The Board has approved a 10% rollover from Streetscape of \$14,981.76 into Administration to cover for the last quarter.



Rita Moreno <rita.moreno@lacity.org>

---

## Question

3 messages

---

**JOHN WALKER** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Wed, Jan 4, 2017 at 4:55 PM

Happy New Year:

I have a quick question: If the President cannot attend a Board meeting, can the VP or the Executive Director chair it?

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite A  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[john@thescbd.com](mailto:john@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



---

**Rita Moreno** <rita.moreno@lacity.org>  
To: JOHN WALKER <john@thescbd.com>

Wed, Jan 4, 2017 at 5:10 PM

Hi John. Happy New Year to you too! 🎉

I don't seem to have a copy of your bylaws, but I'm pretty sure they list the responsibilities of each Officer and it is typical that the VP would be responsible for the duties of the Prez in his/her absence. If the bylaws are silent on this matter, then you would consult Robert's Rules of Order or any Property Owners Association Rules deemed to be a governing document for the BID.

Let me know if you need additional help.

Rita

[Quoted text hidden]

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130



**John Walker** <[john@thescbd.com](mailto:john@thescbd.com)>  
To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>

Thu, Jan 5, 2017 at 12:15 PM

Thank you!

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
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[john@thescbd.com](mailto:john@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

<image001.jpg>

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--

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Fax (213) 978-1130







Rita Moreno <rita.moreno@lacity.org>

---

## Renewal

5 messages

---

**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Thu, Jan 19, 2017 at 11:27 AM

Hi Rita -

Because I have never gone through a renewal process, I want to make sure I am as prepared as possible. The previous Executive Director used "Civitas", a company based out of Sacramento. I would prefer someone local so I am reaching out to you to see if you can make some recommendations?

Regards,

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
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[www.thescbd.com](http://www.thescbd.com)



---

**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>

Fri, Jan 20, 2017 at 11:30 AM

Hi John,

The list dated 2010 below went through a competitive RFQ process with the City. The other list is a newer one with some folks who were prequalified and some who have been doing this type of consulting work, but are not under contract with the City.

There is some overlap, but you have a good number of folks to contact.

Let me know if there is anything else I can assist you with.

Rita

[Quoted text hidden]

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
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Office (213) 978-1122  
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---

## 2 attachments



**BID Consulting Firms.pdf**  
378K



**qualified consultant listing 2010 rev 06-14-16.pdf**  
412K

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**John Walker** <[john@thescbd.com](mailto:john@thescbd.com)>  
To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>

Fri, Jan 20, 2017 at 11:58 AM

Hi Rita -

Thank you for (both) lists but don't you find it odd that there is no contact information on any of them listed?

I guess the hunt begins.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
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<BID Consulting Firms.pdf><qualified consultant listing 2010 rev 06-14-16.pdf>

---

**Rita Moreno** <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>  
To: John Walker <[john@thescbd.com](mailto:john@thescbd.com)>

Fri, Jan 20, 2017 at 12:17 PM

You're right. That is so obnoxious. Let me know which ones you're particularly interested in and I'll find out if we have phone numbers.

[Quoted text hidden]

---

**John Walker** <[john@thescbd.com](mailto:john@thescbd.com)>  
To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>

Fri, Jan 20, 2017 at 1:22 PM

Hi Rita -

I will do my own google search and make contact with a few. I don't have any favorites at this time but just wanted to talk with a few and get some comparison. It does seem silly to have vetted and put these organizations on a list and then, not give out contact info.

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HOLLY L. WOLCOTT  
CITY CLERK

SHANNON D. HOPPE  
EXECUTIVE OFFICER

# City of Los Angeles CALIFORNIA



ERIC GARCETTI  
MAYOR

OFFICE OF THE  
CITY CLERK

Neighborhood and Business  
Improvement District Division  
200 N. Spring Street, Room 224  
Los Angeles, CA 90012  
(213) 978-1099  
FAX: (213) 978-1130

MIRANDA PASTER  
DIVISION MANAGER

[clerk.lacity.org](http://clerk.lacity.org)

## List of Qualified Consulting Firms for the Formation of Business Improvement Districts

David Taussig & Associates  
5000 Birch Street, Suite 6000  
Newport Beach, CA 92660

Civitas Advisors, Inc.  
Attn: John Lambeth  
1102 Corporate Way, Suite 140  
Sacramento, CA 95831

G. L. Russell & Associates, Inc.  
Attn: Gary Russell, President  
3600 Wilshire Blvd, Ste 1032  
Los Angeles, CA 90010

GSD Partners, Inc.  
Attn: Steve S. Kim, President  
601 S Ardmore Ave, Ste 222  
Los Angeles, CA 90005

MBIA MuniServices Company  
Attn: Marc Herman, President  
7335 North Palms Bluff Avenue  
Fresno, CA 93711

NBS  
Attn: Greg Davidson, Director  
32605 Temecula Parkway, Ste 100  
Temecula, CA 92592

New City America, Inc.  
Attn: Marco Li Mandri, President  
710 W Ivy St  
San Diego, CA 92101

Perceptive Enterprises, Inc.  
Attn: Joseph C. Adams, President  
844 Colorado Blvd, Ste 204  
Los Angeles, CA 90041

Progressive Urban Mgmt. Associate  
Attn: M. Bradley Segal, President  
1616 17<sup>th</sup> Street, Ste 262  
Denver, CO 80202

Susan Levi & Associates  
Attn: Susan Levi, President  
13300 Victory Blvd, #319  
Van Nuys, CA 91401

UniqueSpeak Consulting  
Attn: Nina Irani, President  
433 N Camden Dr., Suite 600  
Beverly Hills, CA 90210

Willdan Financial Services  
Attn: Jim McGuire, Sr. Project Mgr.  
27368 Via Industria, Ste 110  
Temecula, CA 92590

Devine Strategies  
Attn: Tara Devine, President  
645 West Ninth St., #110-293  
Los Angeles, CA 90015

Kosmont Companies  
Attn: Susan Perry, Senior VP  
865 S Figueroa Street, Ste 3500  
Los Angeles, CA 90017

Edward Henning & Associates  
Attn: Ed Henning, RPE  
13330 Buttemere Road  
Phelan, CA 92371-9323

Urban Place Consulting Group, Inc.  
Attn: Steve Gibson, President  
5318 East Second Street, Suite 336  
Long Beach, CA 90803

Urban Design Center  
Attn: S.L. Franklin  
100 S. Hope Street, Suite 103  
Los Angeles, CA 90015

Duckworth Consulting  
Attn: Don Duckworth  
1934 Wilson Avenue  
Arcadia, CA 91006



JUNE LAGMAY  
CITY CLERK

HOLLY L. WOLCOTT  
EXECUTIVE OFFICER

CITY OF LOS ANGELES  
CALIFORNIA



ANTONIO R. VILLARAIGOSA  
MAYOR

OFFICE OF THE  
CITY CLERK

ADMINISTRATIVE SERVICES  
SPECIAL ASSESSMENTS SECTION

200 N. SPRING STREET, ROOM 224  
LOS ANGELES CA 90012  
TEL: (213) 978-1099  
FAX: (213) 978-1107

MIRANDA PASTER  
ACTING DIVISION HEAD

**List of Qualified Consulting Firms for the  
Formation of Business Improvement District**

**The BID Doctor, LLC**

Attn: Mary Lou Dudas, Principal  
2376 Hidalgo Avenue  
Los Angeles, CA 90039

**Duckworth Consulting**

Attn: Donald R. Duckworth, Principal  
1934 Wilson Avenue  
Arcadia, CA 91006

**G. L. Russell & Associates, Inc.**

Attn: Gary Russell, President  
3600 Wilshire Blvd, Suite 1032  
Los Angeles, CA 90010

**MBIA MuniServices Company**

No longer in business

**CIVITAS**

Attn: John Lambeth, President  
7700 College Town Drive, Suite 111  
Sacramento, CA 95826

**Hormann & Associates**

Attn: Nancy L. Hormann, President  
11423 N. Century Lane  
Scottsdale, AZ 85258

**GSD Partners Inc**

Attn: Steve S. Kim, President  
601 S. Ardmore Avenue Suite 222  
Los Angeles CA 90005

**NBS**

Attn: Greg Davidson, Director  
32605 Temecula Parkway, Suite 100  
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San Diego, CA 92101

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Attn: Joseph C. Adams, President  
844 Colorado Blvd., Suite 204  
Los Angeles, CA 90041

**Progressive Urban Management Associates**

Attn: M. Bradley Segal, President  
1616 17<sup>th</sup> Street, Suite 262  
Denver, CO 80202

**S. L. Franklin & Associates**

**Dbas Urban Design Center**  
Attn: Sherri Franklin, President  
P O Box 8630  
Los Angeles, CA 90008

**Susan Levi & Associates, Inc.**

Attn: Susan Levi, President  
13029-A Victory Blvd, No. 319  
Valley Glen, CA 91606

**UniqueSpeak Consulting**

Attn: Nina Irani, President  
433 N. Camden Dr., Suite 600  
Beverly Hills, CA 90210

**Urban Place Consulting Group, Inc.**

Attn: Steve Gibson, President  
5318 East Second Street, Suite 336  
Long Beach, CA 90803

**NOTICE**

The Office of the City Clerk does not express an opinion regarding the services of any consultant listed, but has prepared this roster for information purposes only. Each consultant may possess varying levels of expertise. Each consultant may employ different methods, styles or fee arrangements, which may not be appropriate in every situation or for the needs of a specific district. Preliminary interviews and a review of several different proposals is suggested prior to recommending the enlistment of a consultant to assist with research or feasibility studies relative to the formation of a business improvement district or other type of special assessment.



Rita Moreno <rita.moreno@lacity.org>

---

## Sick Days

4 messages

---

**JOHN WALKER** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Thu, Jan 26, 2017 at 1:03 PM

Hello Rita -

I have a question about my hourly employee and the amount of sick days we are obligated to pay?

I believe the new law indicates that we must pay 24 hours or 3 days of sick days leave per year - - - I cannot find anything that reads differently regarding the BID policy so I am just double checking.

I know that there are no laws requiring vacation time for hourly employees.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite A  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[john@thescbd.com](mailto:john@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



---

**Rita Moreno** <rita.moreno@lacity.org>  
To: JOHN WALKER <john@thescbd.com>

Thu, Jan 26, 2017 at 4:09 PM

Hi John,

Attached is a template from the State for workplace posting. It provides the basic information about what is required.

Hope this helps.

Rita


[Quoted text hidden]

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130



---

 **Paid\_Sick\_Days\_Poster\_Template\_(11\_2014).pdf**  
66K

---

**JOHN WALKER** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Thu, Jan 26, 2017 at 5:52 PM

Thank you - - this is what I have as well and just wanted to make sure there wasn't anything you might have had that was more current.

Regards,

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite A  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[john@thescbd.com](mailto:john@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



On Jan 26, 2017, at 4:09 PM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:

<Paid\_Sick\_Days\_Poster\_Template\_(11\_2014).pdf>

---

**Rita Moreno** <rita.moreno@lacity.org>  
To: JOHN WALKER <john@thescbd.com>

Thu, Jan 26, 2017 at 5:54 PM

Nope...that's it.  
[Quoted text hidden]

--  
Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130





**THIS POSTER MUST BE DISPLAYED WHERE EMPLOYEES CAN EASILY READ IT**

*(Poster may be printed on 8 ½" x 11" letter size paper)*

**HEALTHY WORKPLACES/HEALTHY FAMILIES ACT OF 2014  
PAID SICK LEAVE****Entitlement:**

- An employee who, on or after July 1, 2015, works in California for 30 or more days within a year from the beginning of employment is entitled to paid sick leave.
- Paid sick leave accrues at the rate of one hour per every 30 hours worked, paid at the employee's regular wage rate. Accrual shall begin on the first day of employment or July 1, 2015, whichever is later.
- Accrued paid sick leave shall carry over to the following year of employment and may be capped at 48 hours or 6 days. However, subject to specified conditions, if an employer has a paid sick leave, paid leave or paid time off policy (PTO) that provides no less than 24 hours or three days of paid leave or paid time off, no accrual or carry over is required if the full amount of leave is received at the beginning of each year in accordance with the policy.

**Usage:**

- An employee may use accrued paid sick days beginning on the 90<sup>th</sup> day of employment.
- An employer shall provide paid sick days upon the oral or written request of an employee for themselves or a family member for the diagnosis, care or treatment of an existing health condition or preventive care, or specified purposes for an employee who is a victim of domestic violence, sexual assault, or stalking.
- An employer may limit the use of paid sick days to 24 hours or three days in each year of employment.

Retaliation or discrimination against an employee who requests paid sick days or uses paid sick days or both is prohibited. An employee can file a complaint with the Labor Commissioner against an employer who retaliates or discriminates against the employee.

For additional information you may contact your employer or the local office of the Labor Commissioner. Locate the office by looking at the list of offices on our website <http://www.dir.ca.gov/dlse/DistrictOffices.htm> using the [alphabetical listing of cities, locations, and communities](#). Staff is available in person and by telephone.



Rita Moreno <rita.moreno@lacity.org>

---

## Insurance Expiration Reminder

---

**Rita Moreno** <rita.moreno@lacity.org>

Fri, Feb 3, 2017 at 12:14 PM

To: John Walker <john@thescbd.com>

Cc: Edwin Hartoonian <edwin.hartoonian@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>

Thanks, John.

On Fri, Feb 3, 2017 at 10:23 AM, John Walker <john@thescbd.com> wrote:

Hello - below is our Certificate that was uploaded yesterday.

Please let me know if you need anything else?

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

On Feb 3, 2017, at 9:15 AM, Edwin Hartoonian <edwin.hartoonian@lacity.org> wrote:

Good morning,

Please see attached, the insurance expiration reminder for Studio City.

Thank You,

Edwin Hartoonian

Accounting Intern  
<Studio City.pdf>

--  
Rita Moreno

City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130





# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

02/02/2017

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an **ADDITIONAL INSURED**, the policy(ies) must have **ADDITIONAL INSURED** provisions or be endorsed. If **SUBROGATION IS WAIVED**, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> NFP P & C Services Inc DBA: Insurance West Corp 2450 Tapo St SIMI VALLEY CA 93063	<b>CONTACT NAME:</b> Denise Reeder <b>PHONE (A/C, No, Ext):</b> 8055370145 <b>FAX (A/C, No):</b> <b>E-MAIL ADDRESS:</b> denise.reeder@nfp.com
<b>INSURER(S) AFFORDING COVERAGE</b>	
<b>INSURER A:</b> Philadelphia Indemnity Insurance Company	
<b>INSURER B:</b> Employers Compensation Insurance Company	
<b>INSURER C:</b>	
<b>INSURER D:</b>	
<b>INSURER E:</b>	
<b>INSURER F:</b>	

**COVERAGES** **CERTIFICATE NUMBER:** **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR	Y	N	PHPK1590474	02/15/2017	02/15/2018	EACH OCCURRENCE \$1,000,000
			DAMAGE TO RENTED PREMISES (Ea occurrence) \$100,000				
			MED EXP (Any one person) \$5,000				
			PERSONAL & ADV INJURY \$1,000,000				
	GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC <input type="checkbox"/> OTHER						GENERAL AGGREGATE \$2,000,000
							PRODUCTS - COMP/OP AGG \$2,000,000
							\$
A	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO OWNED <input checked="" type="checkbox"/> AUTOS ONLY HIRED <input type="checkbox"/> AUTOS ONLY	N	N	PHPK1590474	02/15/2017	02/15/2018	COMBINED SINGLE LIMIT (Ea accident) \$1,000,000
			BODILY INJURY (Per person) \$				
			BODILY INJURY (Per accident) \$				
			PROPERTY DAMAGE (Per accident) \$				
							\$
	<b>UMBRELLA LIAB</b> <input type="checkbox"/> EXCESS LIAB						EACH OCCURRENCE \$
							AGGREGATE \$
	DED <input type="checkbox"/> RETENTIONS						\$
B	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N N	N/A	EIG1194472-07	01/29/2017	01/29/2018	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER
			E.L. EACH ACCIDENT \$1,000,000				
			E.L. DISEASE - EA EMPLOYEE \$1,000,000				
			E.L. DISEASE - POLICY LIMIT \$1,000,000				
A	D & O/EPLI		N	PHSD1218278	02/15/2017	02/15/2018	D & O Limit: \$2,000,000
			EPLI Limit: \$2,000,000				
							Aggregate Limit for all: \$2,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

**CERTIFICATE HOLDER****CANCELLATION**

City of Los Angeles and all of its Agencies, Boards and Departments  
200 North Main Street  
City Hall East, Suite 1240  
Los Angeles CA 90012

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

**AUTHORIZED REPRESENTATIVE**  
Denise Reeder

© 1988-2015 ACORD CORPORATION. All rights reserved.

# Addendum

Named Additional Insured and Additional Information



Rita Moreno <rita.moreno@lacity.org>

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## Follow-up -Hourly Employees

3 messages

---

**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Tue, Feb 14, 2017 at 9:31 AM

Good Morning Rita:

This is just a follow-up on hourly, employee requirements:

Do we keep a daily, weekly log of hours worked and should it be signed each week?

We have allowed for 5 days paid vacation and 3 days of sick leave - that seems to comply with the law?

Finally, is there a benefit for the BID between having a Independent Contractor working in the office or an hourly employee?

Sorry for all the questions but I want to be certain that none of the issues that came up in 2016 rise up in 2017.

Regards,

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



---

**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>

Tue, Feb 14, 2017 at 9:55 AM

Hi John,

We don't have a set of employment rules for BIDs, although the Clerk can audit the BID at any time. In case of an audit, the BID should be able to provide documentation on any employee's time and pay, so use whatever type of date and time-keeping documentation will corroborate the monies paid out.

If you decide to contract out the work, you will need to go through a Request for Proposal or Bid process. If the BID hires staff, then it is required to provide Workers Comp insurance.

As for the benefits, as long as you provide what the law prescribes, at the minimum, you're okay.

hope this helps.

Rita

[Quoted text hidden]

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130



---

**John Walker** <[john@thescbd.com](mailto:john@thescbd.com)>  
To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>

Tue, Feb 14, 2017 at 10:38 AM

Very helpful - thank you.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



On Feb 14, 2017, at 9:55 AM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:

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As for the benefits, as long as you provide what the law prescribes, at the minimum, you're okay.

hope this helps.

Rita



On Tue, Feb 14, 2017 at 9:31 AM, John Walker <[john@thescbd.com](mailto:john@thescbd.com)> wrote:

Good Morning Rita:

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Sorry for all the questions but I want to be certain that none of the issues that came up in 2016 rise up in 2017.

Regards,

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: [818.655.5377](tel:818.655.5377)  
Fax: [818.655.8327](tel:818.655.8327)  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

<LogoProposalMarch Signature.jpg>

[<Facebook Icon.png>](#) [<instagram.png>](#) [<Twitter Icon.png>](#)

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
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Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130





Rita Moreno <rita.moreno@lacity.org>

---

## Request for Reimbursement

3 messages

---

**John Walker** <john@thescbd.com>

Fri, Feb 17, 2017 at 10:20 AM

To: Miranda Paster <miranda.paster@lacity.org>

Cc: Rita Moreno <rita.moreno@lacity.org>

Hello - attached is our request for Reimbursement from Account # 18961.

Please acknowledge receipt.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

---

### 5 attachments



LogoProposalMarch Signature.jpg  
17K



Facebook Icon.png  
1K



instagram.png  
6K



Twitter Icon.png  
1K



Invoice #91.pdf

**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>  
Cc: Miranda Paster <miranda.paster@lacity.org>

Fri, Feb 17, 2017 at 2:23 PM

Hi John,

We'll keep a look out for the original.

Have a great weekend.

Rita

On Fri, Feb 17, 2017 at 10:20 AM, John Walker <john@thescbd.com> wrote:

Hello - attached is our request for Reimbursement from Account # 18961.

Please acknowledge receipt.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: [818.655.5377](tel:818.655.5377)  
Fax: [818.655.8327](tel:818.655.8327)  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130



---

**John Walker** <[john@thescbd.com](mailto:john@thescbd.com)>  
To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>  
Cc: Miranda Paster <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>

Fri, Feb 17, 2017 at 2:29 PM

It's in the mail - and you enjoy as well.

Regards,

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



[Quoted text hidden]



Studio City Improvement Association

February 17, 2017

Ms. Miranda Paster  
Division Manager  
Neighborhood and BID Division  
Office of the City Clerk  
200 North Spring Street – Room 224  
Los Angeles, Ca 90012

RE: Invoice #091 – Agency Account Number 18961

As outlined in the agreement between the City of Los Angeles and the Studio City Improvement Association, we are requesting payment of funds/interest in the amount of \$165,624.87.

County Remittance for 12/22/2016	\$179,136.86
Less 2017 Recovery Cost	-\$13,511.99
Available for Reimbursement	<hr/> \$165,624.87

Please remit payment to:     Studio City Improvement Association  
   4024 Radford Ave – Edit 2 – Room 8  
   Studio City, Ca 91604

I certify that payment requested will be expended in accordance with the provision of the contract agreement #C-124141, and as outlined in the District Management Plan. I certify that I represent the 501c(6) and I am authorized to make this request on behalf of the organization.

Respectfully Submitted  
**John Walker**  
John Walker  
Executive Director

Cc: Rita Morena



Rita Moreno <rita.moreno@lacity.org>

---

## Newly Assigned City Clerk BID Analyst

---

John Walker <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Wed, Mar 1, 2017 at 10:38 AM

They are posted!

Sent from my iPhone

On Mar 1, 2017, at 7:51 AM, Rita Moreno <rita.moreno@lacity.org> wrote:

No worries, John.

On Tue, Feb 28, 2017 at 8:39 PM, JOHN WALKER <john@thescbd.com> wrote:  
WOW - all that work on our website and I forgot the essential part. It will be taken care of.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite A  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
john@thescbd.com  
www.thescbd.com



<image003.png> <image004.png>

On Feb 28, 2017, at 6:20 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Evening Everyone:

While I know a few of you, I want to introduce myself to you all as your newly assigned BID Analyst (for most but four). My name is Rita Moreno and I am fairly new to the Office of the City Clerk having joined the Neighborhood and Business Improvement District Division in mid-May of 2016.

I have worked for the City since 1997 and have served with the City Council, Neighborhood Empowerment, Ethics Commission, City Planning, Community Development, Economic and Workforce Development and Animal Services.

My job is to monitor the terms of your contract with the City, review your invoices, and assist in the formation and renewal processes, my goal is to be a resource for you. I would like to attend one of your upcoming monthly meetings as well as your Annual Stakeholder meeting. I don't necessarily want speaking time, unless you would like me to provide any information. My purpose is to meet you and get a sense of the BID's activities and stakeholder engagement.

I visited your individual websites to find your meeting information so that I can plan my schedule. Unfortunately, most of you do not post this information. Please provide me with

this information as soon as possible and post on your website at your earliest opportunity.

I want to recognize and congratulate the following BIDs for providing meeting dates, times and location, and some the agenda as well:

Central Avenue BID  
Hollywood Media District BID  
Los Feliz Village BID  
Melrose Avenue BID  
Westchester Town Center BID

You all get a star 🌟 and Los Feliz gets a special atta-boy 😊 for also posting regular and committee meeting agendas and information. And, it is a merchant-based BID!

Finally, I am attaching some information you might find useful regarding the City's efforts to establish an economic development strategy, and a sobering facility offering services to the City's BIDs.

Thank you and I look forward to working with you.

Rita

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130



<Release of RFP for Econ Dev Strategy.pdf><Sobering Center Brochure.pdf>

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Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130









JAN PERRY  
EWDD General Manager

## **FOR IMMEDIATE RELEASE**

February 23, 2017

CONTACT:  
Stella Catanzarite  
[stella.catanzarite@lacity.org](mailto:stella.catanzarite@lacity.org)  
213-744-9065

### **NEW BIDDING OPPORTUNITY: RELEASE OF CITYWIDE ECONOMIC DEVELOPMENT STRATEGY (CEDS) REQUEST FOR PROPOSALS (RFP)**

Mayor Eric Garcetti and the Los Angeles City Council recently authorized the Economic and Workforce Development Department (EWDD) to release a Request for Proposals (RFP) to procure a contractor or contractor team to develop a Citywide Economic Development Strategy (CEDS).

The overall goal for the CEDS is to promote robust economic growth through greater economic inclusion by the utilization of new economic development financing tools, the growth of existing businesses, and the establishment of new business. The selected contractor will work with the EWDD, the Mayor's Office and stakeholder community to prepare four deliverables: 1) background research, 2) needs assessment and strengths/weaknesses/opportunities and threats (SWOT) analysis, 3) draft CEDS and draft five-year implementation plan, and 4) final CEDS and final five-year implementation plan.

The RFP was released to the public on February 22, 2017, with proposals due by 5:00pm on March 31, 2017.

To view the RFP and related attachments please visit the Los Angeles Business Assistance Virtual Network (LA BAVN) at:  
<http://www.labavn.org/bid.cfm?29514&eml=1>.

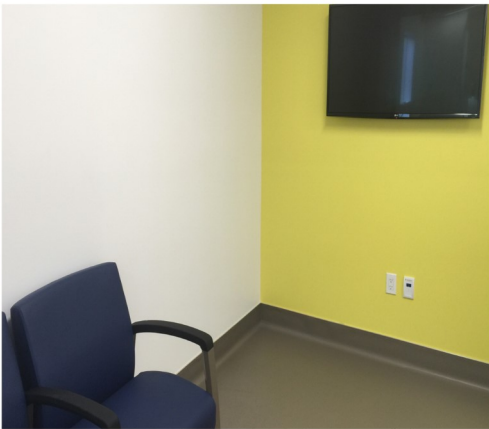
#### **About the Economic and Workforce Development Department**

The mission of the Economic and Workforce Development Department (EWDD) is to develop, deliver and promote best-in-class economic and workforce services to generate, sustain and grow individual, business and community prosperity in the City of Los Angeles. EWDD provides a broad range of programs that offer assistance in the areas of business support, employment and youth development. All programs are designed to grow and improve Los Angeles' economy, promote sustainable neighborhoods and profitable communities, and build a well-trained and job-ready workforce.

###

## The Exodus Team

*Program Director  
Certified Recovery Supervisor  
Nursing Staff  
Community Reintegration Specialist  
Sober Coaches  
Support Staff*



## Sobering Center Goal

*Providing safe, short term monitoring and management of persons under the influence of alcohol and drugs as an alternative to jail and emergency services.*

## Contact Us

Phone: (213) 395-7700

Fax: (213) 395-7712

[www.exodusrecovery.com](http://www.exodusrecovery.com)



**Dr. David L. Murphy  
Sobering Center**  
640 S. Maple Avenue  
Los Angeles, CA  
90014



## Dr. David L. Murphy Sobering Center

*Providing an alternative, safe, and welcoming environment that promotes a path to recovery*



## Mission Statement

The *Mission* of the Sobering Center is to reduce incarcerations and minimize hospitalizations of active and chronically intoxicated persons by providing an alternative option - a safe and welcoming sobering environment offering a path to recovery

## Referral Sources

Specific and designated referral sources:

- ◆ Law enforcement
- ◆ Some emergency personnel
- ◆ Designated outreach teams working in the Skid Row area
- ◆ “Walk In’s” not accepted

***Catchment area is Skid Row and area adjacent in downtown Los Angeles***

## Target Population

Predominately homeless, intoxicated individuals living on and around Skid Row who might otherwise be picked up by law enforcement for petty crimes, and/or those who present or are transported by emergency personnel to a hospital ED for issues related to inebriation

## What We Do

Open 24 hours per day, 365 days per year

50 bed capacity

Providing respite, showers, hydration, light snacks, some medical monitoring, if necessary

Length of stay an average of 6-12 hours

All clients are assessed at admission for demographics, substance (s) of use, physical and mental health issues

Recovery staff will foster motivation to continue treatment at various levels of care

Clients will be evaluated for biopsychosocial needs and linked to necessary resources





Rita Moreno <rita.moreno@lacity.org>

## 2017 West Coast Urban District Forum - Long Beach March 14-16 - Deadline TODAY!

Rita Moreno <rita.moreno@lacity.org>

Thu, Mar 9, 2017 at 2:52 PM

To: Mary Patterson <mpaterson@canogaparkcal.com>, Bowers Sons Cleaners Bowers Sons Cleaners <bowerssons@sbcglobal.net>, Sherri Franklin <sherri@urbandesigncenter.com>, George Yu <geoyu28@aol.com>, Misty Iwatsu <mistyli@aol.com>, Blair Besten <blair@historiccove.bid>, Lisa Schechter <lisa@mediadistrict.org>, Jim Omahen <jim@mediadistrict.org>, Thomas Kneafsey <tom@metropolitanholding.com>, Erin Dolan <erin.dolan@dolanaknight.com>, Heather Duffy Boylston <heather@larchmontvillagebid.com>, Rebecca Hutchinson <rebecca@larchmontvillagebid.com>, Kimberly Ramsey <kramsey@communitybuild.org>, Rafik Ghazarian <rafik@roadrunner.com>, "John T. Walker" <john@thescbd.com>, "kadedo@earthlink.net" <kadedo@earthlink.net>, Donald Duckworth <duckworth.donald@gmail.com>

Please forward to your Board Members:

The West Coast Urban District Forum event features more sessions, more tours and fantastic speakers this year. **Regular online registration ends TODAY!**

- Keynote speaker Gabe Klein is author of *Start-Up City: Inspiring Private and Public Entrepreneurship, Getting Projects Done, and Having Fun*, and formerly served as commissioner of the Chicago and Washington, D.C., Departments of Transportation.
- On-site registration: Begins March 14

*Urbanism: From Placemaking to Change-making* is hosted by the Downtown Long Beach Alliance, the California Downtown Association and IDA in Long Beach, CA, March 14-16, 2017.

For more information, go to: <http://campaign.r20.constantcontact.com/render?m=1102775044691&ca=3f3ea08a-970a-4a3c-a368-8a0c1e4db2c9>

Or go to the International Downtown Association (IDA) website: <https://www.ida-downtown.org/eweb/>

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130





Rita Moreno <rita.moreno@lacity.org>

---

## Fwd: Urgent Alert: Supreme Court Issues Decision Regarding Personal Devices

---

Rita Moreno <rita.moreno@lacity.org>

Fri, Mar 10, 2017 at 8:44 AM

To: Mary Patterson <mpaterson@canogaparkcal.com>, Bowers Sons Cleaners Bowers Sons Cleaners <bowerssons@sbcglobal.net>, Sherri Franklin <sherri@urbandesigncenter.com>, George Yu <geoyu28@aol.com>, Misty Iwatsu <mistyli@aol.com>, Blair Besten <blair@historiccove.bid>, Lisa Schechter <lisa@mediadistrict.org>, Jim Omahen <jim@mediadistrict.org>, Thomas Kneafsey <tom@metropolitanholding.com>, Erin Dolan <erin.dolan@dolanknight.com>, Heather Duffy Boylston <heather@larchmontvillagebid.com>, Rebecca Hutchinson <rebecca@larchmontvillagebid.com>, Kimberly Ramsey <kramsey@communitybuild.org>, Rafik Ghazarian <rafik@roadrunner.com>, "John T. Walker" <john@thescbd.com>, "kadedo@earthlink.net" <kadedo@earthlink.net>, Donald Duckworth <duckworth.donald@gmail.com>

Please read: Important information for BID Staff and Board Members...

----- Forwarded message -----

From: **Civitas Advisors** <marketing@civitasadvisors.com>

Date: Thu, Mar 9, 2017 at 4:00 PM

Subject: Urgent Alert: Supreme Court Issues Decision Regarding Personal Devices

To: miranda.paster@lacity.org



## Urgent Alert: Supreme Court Issues Decision Regarding Personal Devices

*March 9, 2017*

The use of personal email accounts and devices by public officials is a hot topic throughout the United States. California just became the epicenter of the debate, with a new California Supreme Court ruling regarding the use of personal emails and text messages.

All California property and business improvement districts, and any business or tourism improvement district formed under the 1994 Law, are subject to the Public Records Act. Most districts formed under the 1989 Law are also subject

to the Public Records Act.

The California Public Records Act requires disclosure of most written records, upon receipt of a request from a member of the public. Generally, the requested records must be provided in 10 days, although under certain circumstances a 14-day extension can be implemented.

In a new ruling, the California Supreme Court has determined that district-related communications sent to private emails, or text message sent to private cell phones, are considered public records and subject to disclosure upon request.

Because most assessment districts are overseen by a volunteer Board of Directors, the use of private emails and text messages is commonplace. This new Court ruling requires that practice be re-considered, as any messages and emails will have to be disclosed if they are responsive to a request received.

We recommend that every district enact a written policy relating to records, which policy should be provided to and reviewed with all board members upon their swearing in.

**We would be happy to assist your organization in creating a policy, or in scheduling a custom training session. Contact us here to learn more.**



---

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**Our mailing address is:**

1102 Corporate Way, Suite 140  
Sacramento, CA 95831

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--

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130







Rita Moreno <rita.moreno@lacity.org>

---

## Fwd: The SCBD Contact Form

2 messages

**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Thu, Mar 16, 2017 at 2:18 PM

Hi Rita -

Can you help me answer this question? This is a Business Owner asking about assessment fees for the property owner - and I do not feel obligated to answer but if we do, what is acceptable?

Regards,

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



Begin forwarded message:

**From:** "lynn crosby" <[lynn@maxwelldog.com](mailto:lynn@maxwelldog.com)>  
**Subject:** The SCBD Contact Form  
**Date:** March 16, 2017 at 1:37:41 PM PDT  
**To:** [john@thescbd.com](mailto:john@thescbd.com)



**Company:** maxwell dog  
**First Name:** lynn  
**Last Name:** crosby  
**Email:** [lynn@maxwelldog.com](mailto:lynn@maxwelldog.com)  
**Phone:** 8185058411

**Message:** how can i find out what BID charges are assessed to my business annually? i can not get this information from my property owner. 12336 ventura blvd. thanks!

---

**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>

Fri, Mar 17, 2017 at 1:51 PM

Hi John,

I just replied to Danielle's email regarding this issue. I think you should let him know that the BID does not assess business owners, only property owners within the BID area as identified in the Engineer's Report and Management District Plan (both are public documents). I sent the link and info to Danielle. I also sent her a link to the City Planning Department's ZIMAS so that he can check for the APN number.

Let me know if you need anything further.

Rita

[Quoted text hidden]

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130





Rita Moreno <rita.moreno@lacity.org>

---

## Fwd: Invitation to Public Works Week Reception

---

Rita Moreno <rita.moreno@lacity.org>

Thu, May 4, 2017 at 4:20 PM

To: Mary Patterson <mpaterson@canogaparkcal.com>, Bowers Sons Cleaners Bowers Sons Cleaners <bowerssons@sbcglobal.net>, Sherri Franklin <sherri@urbandesigncenter.com>, George Yu <geoyu28@aol.com>, Misty Iwatsu <mistyli@aol.com>, Blair Besten <blair@historiccove.bid>, Lisa Schechter <lisa@mediadistrict.org>, Jim Omahen <jim@mediadistrict.org>, Thomas Kneafsey <tom@metropolitanholding.com>, Heather Duffy Boylston <heather@larchmontvillagebid.com>, Rebecca Hutchinson <rebecca@larchmontvillagebid.com>, Kimberly Ramsey <kramsey@communitybuild.org>, Rafik Ghazarian <rafik@roadrunner.com>, Donald Duckworth <duckworth.donald@gmail.com>, "John T. Walker" <john@thescbd.com>, "kadedo@earthlink.net" <kadedo@earthlink.net>

Please see the message below. If the link to RSVP below doesn't work, try this one: <https://www.eventbrite.com/e/public-works-week-open-house-registration-34219595732>

----- Forwarded message -----

From: **Luz Rivas** <luz.rivas@lacity.org>

Date: Thu, May 4, 2017 at 3:57 PM

Subject: Invitation to Public Works Week Reception

Dear BID Representatives,

On behalf of the Board of Public Works, I want to invite you to join us at our reception to celebrate National Public Works Week.

The open house is an opportunity to celebrate and learn about public works projects while meeting the leaders in the department and other city staff. We appreciate your partnership on projects and invite you to join us in this celebration. There will be light refreshments and a gallery display of public works projects.

### Public Works Week Open House

Tuesday, May 23rd 3 - 5pm

Board of Public Works Hearing Room (entrance hallway) Room 350 at City Hall

Please **RSVP** [here](#) by Friday, May 19th

\*City Hall parking will be provided if needed.

We look forward to seeing you at this event!

- Board of Public Works Commissioners

--



Luz Rivas  
Commissioner, Board of Public Works  
City of Los Angeles  
<http://bpw.lacity.org/>  
213-978-0252

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237

Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130





Rita Moreno <rita.moreno@lacity.org>

---

## Studio City BID Outstanding Invoices for 2016

5 messages

---

**Rita Moreno** <rita.moreno@lacity.org>  
To: "John T. Walker" <john@thescbd.com>  
Cc: Danielle Condit <danielle@thescbd.com>

Mon, May 8, 2017 at 10:48 AM

Good Morning John and Danielle,

I'm reviewing our transmittals for 2016 and 2017 (YTD) and have found two that I'm not sure you invoiced. They are dated 12/20/16 for \$209.07 and 6/20/16 for \$44,450.07 (attached). If you have not done so, please submit your invoice and attach the transmittals.

Thank you.

Rita

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130



---

 **Studio City Transmittals.pdf**  
775K

---

**Danielle Condit** <Danielle@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>  
Cc: "John T. Walker" <John@thescbd.com>

Mon, May 8, 2017 at 11:00 AM

Thank you Rita,

Looking in my files we have not invoiced the City for those amounts. We will mail those requests out to you today. We were going through transitions during both of those dates, which is why the invoices probably got lost. Thank you for bringing it to our attention.

Best always,  
Danielle

Danielle Condit  
Marketing & Services Coordinator  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8

Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[Danielle@thescbd.com](mailto:Danielle@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



[Quoted text hidden]

[Quoted text hidden]

<Studio City Transmittals.pdf>

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**Rita Moreno** <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>  
To: Danielle Condit <[Danielle@thescbd.com](mailto:Danielle@thescbd.com)>  
Cc: "John T. Walker" <[John@thescbd.com](mailto:John@thescbd.com)>

Mon, May 8, 2017 at 11:03 AM

No worries. Just want to make sure you get all your money 😊

[Quoted text hidden]

---

**John Walker** <[john@thescbd.com](mailto:john@thescbd.com)>  
To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>  
Cc: Danielle Condit <[danielle@thescbd.com](mailto:danielle@thescbd.com)>

Mon, May 8, 2017 at 2:37 PM

Rita -

Thank you very much for being on top of this - - it never came to our office.

Regards,

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



On May 8, 2017, at 10:48 AM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:

[Quoted text hidden]

<Studio City Transmittals.pdf>

---

**Rita Moreno** <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>

Mon, May 8, 2017 at 2:41 PM

To: John Walker <john@thescbd.com>  
Cc: Danielle Condit <danielle@thescbd.com>

You're welcome.  
[Quoted text hidden]

HOLLY L. WOLCOTT  
CITY CLERK

SHANNON D. HOPPE  
EXECUTIVE OFFICER

City of Los Angeles  
CALIFORNIA



ERIC GARCETTI  
MAYOR

OFFICE OF THE  
CITY CLERK

Neighborhood and Business  
Improvement District Division  
200 N. Spring Street, Room 224  
Los Angeles, CA 90012  
(213) 978-1099  
FAX: (213) 978-1130

MIRANDA PASTER  
DIVISION MANAGER

[clerk.lacity.org](http://clerk.lacity.org)

***FACSIMILE TRANSMISSION COVER SHEET***

**DATE:** 12/20/2016

**TO:** John Walker, Executive Director

**FAX NO.** (818) 655-8327

**FROM:** Maria Gomez, Accounts Payable

**SUBJECT:** BUSINESS IMPROVEMENT DISTRICT FUNDING

2 Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

**District Name:** STUDIO CITY

**Account No.:** 18961

County Remittance for 11/23/2016

209.07

Available for Reimbursement

\$209.07

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**COUNTY OF LOS ANGELES - AUDITOR/CONTROLLER, TAX DIVISION  
CITY REMITTANCE ADVICE SUMMARY**

**F/Y 2016-2017**

**DATE OF REMITTANCE: November 18, 2016**

ACCT.#	DESCRIPTION	TYPE	2016-2017 PROPERTY TAX REVENUE	2016-2017 REDMPT MST 1ST QTR (TAX)	2016-2017 REDMPT MST 1ST QTR (PENALTY)
189.61	STUDIO CITY BID	1% D/S AIR TL	- 209.07 - 209.07	- (168.48) - (168.48)	- 377.55 - 377.55

HOLLY L. WOLCOTT  
CITY CLERK

SHANNON D. HOPPE  
EXECUTIVE OFFICER

# City of Los Angeles CALIFORNIA



ERIC GARCETTI  
MAYOR

OFFICE OF THE  
CITY CLERK

Neighborhood and Business  
Improvement District Division  
200 N. Spring Street, Room 224  
Los Angeles, CA 90012  
(213) 978-1099  
FAX: (213) 978-1130

MIRANDA PASTER  
DIVISION MANAGER

[clerk.lacity.org](http://clerk.lacity.org)

## ***FACSIMILE TRANSMISSION COVER SHEET***

**DATE:** 6/20/2016  
**TO:** John Walker, Executive Director  
**FROM:** Maria Gomez, Accounts Payable  
**SUBJECT:** BUSINESS IMPROVEMENT DISTRICT FUNDING

Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

**District Name:** STUDIO CITY

**Account No.:** 18961

County Remittance received on 5/24/16

44,450.07

Available for Reimbursement

\$44,450.07

### **PRIVACY NOTICE**

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AN EQUAL EMPLOYMENT OPPORTUNITY – AFFIRMATIVE ACTION EMPLOYER

**COUNTY OF LOS ANGELES - AUDITOR/CONTROLLER, TAX DIVISION  
CITY REMITTANCE ADVICE SUMMARY  
FY 2015-2016**

**DATE OF REMITTANCE: May 20, 2016**

ACCT.#	DESCRIPTION	TYPE	2015-2016	2015-2016	2015-2016	2015-2016
			PROPERTY TAX REVENUE	SECURED 2ND PAID	REDMPT MST 3RD QTR (TAX)	REDMPT MST 3RD QTR (PENALTY)
189.61	STUDIO CITY BID	1% D/S AIR TL	- 44,450.07 - 44,450.07	- 44,450.07 - 44,450.07	- - - -	- - - -

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## Fwd: LALCC Outlook and Highlights

---

Rita Moreno <rita.moreno@lacity.org>

Thu, May 11, 2017 at 12:04 PM

To: Mary Patterson <mpaterson@canogaparkcal.com>, Bowers Sons Cleaners Bowers Sons Cleaners <bowerssons@sbcglobal.net>, Sherri Franklin <sherri@urbandesigncenter.com>, George Yu <geoyu28@aol.com>, Misty Iwatsu <mistyli@aol.com>, Blair Besten <blair@historiccove.bid>, Lisa Schechter <lisa@mediadistrict.org>, Jim Omahen <jim@mediadistrict.org>, Thomas Kneafsey <tom@metropolitanholding.com>, Heather Duffy Boylston <heather@larchmontvillagebid.com>, Rebecca Hutchinson <rebecca@larchmontvillagebid.com>, Kimberly Ramsey <kramsey@communitybuild.org>, Rafik Ghazarian <rafik@roadrunner.com>, Donald Duckworth <duckworth.donald@gmail.com>, "John T. Walker" <john@thescbd.com>, "kadedo@earthlink.net" <kadedo@earthlink.net>

FYI: Forwarded from the Department of Economic and Workforce Development...

----- Forwarded message -----

From: **Estella Sepulveda-Catanzarite** <stella.catanzarite@lacity.org>

----- Forwarded message -----

From: **Los Angeles Latino Chamber of Commerce** <info@lalcc.org>

Date: Tue, May 9, 2017 at 4:21 PM

Subject: LALCC Outlook and Highlights

To: stella.catanzarite@lacity.org



## LOS ANGELES LATINO CHAMBER OF COMMERCE OUTLOOK AND HIGHLIGHTS

Dear Community Leader,

As we continue to expand our efforts towards promoting economic development tools and resources, you should not overlook a great opportunity by the "Wells Fargo Works for Small Business®: Neighborhood Renovation Program Contest". Your business could win up to \$25,000 towards renovation of the exterior or interior of your establishment. The contest will run through the entire month of May. For information on eligible neighborhoods and how to enter, please click [here](#).

We value your commitment to the economic development of our community. Scroll below for highlights of upcoming events and programs that are contributing to the economic strength of our Latino businesses.



Onward,

A handwritten signature in black ink that reads "Moises Cisneros". The signature is fluid and cursive, with the first name "Moises" and last name "Cisneros" clearly distinguishable.

Moises Cisneros

Executive Director

Los Angeles Latino Chamber of Commerce

213.347.0008

### **Another Outstanding Event**

Thank you for making our Latino Trade Forecast event a success as we united international trade and business leaders including Paraguayan Ambassador to the United States, German Rojas Irigoyen, Mexican Consulate General in Los Angeles, Carlos Garcia de Alba and others. A huge 'thank you' to our sponsors, Bank of America Merrill Lynch, American Airlines, Yuca's Restaurants, Famosa Beer, Tajín, ENM Sales & Services Promotional Division, Dragos Cantina, Guava Delights and also to our hosts at the Los Angeles Mayor's Office of Small Business & Entrepreneurship. To see more photos and stay updated with upcoming events and information, please 'like' our Facebook page. Find us [here](#).







## **America at Work by Walmart**

Walmart is committing to purchase \$250 billion in products that are made, sourced, or grown in the United States as they aim to lead the renewal of American manufacturing. In their efforts to create 1 million American jobs, Walmart will hold its fourth annual open call on Wednesday June 28, 2017 at the Walmart corporate offices in Bentonville, Arkansas.

The open call is available to both potential new suppliers and existing suppliers with new product proposals. Space is limited. In order to participate in the event, companies must apply by submitting a product proposal by May 18, 2017. Applications can be submitted right now by [clicking here](#). You can also learn more about the America at Work initiative [here](#).



## Inner City Capital Connections

Inner City Capital Connections (ICCC) is a program that is positioning inner-city businesses for long-term success. It is designed for busy executives of various expertise levels. Since 2005, alumni of the ICCC program have had an average of 184% growth in revenue, created more than 12,000 jobs and raised \$1.4 billion in capital. The 2017 program will begin with opening executive education seminars in the various cities, including Los Angeles. For more information check out the video below and check out the website by [clicking here](#). You can also access the [nominator kit here](#).





Video: Inner City Capital Connections

## Los Angeles Vendor Fair

The City of Los Angeles is hosting a vendor fair on Tuesday, May 16, 2017 and invites your organization to the event. Activities will include training sessions on a new vendor self-service portal to enable electronic bid submittal and electronic payments. There will also be networking and business matchmaking events, which will allow potential vendors to meet buyers and prime suppliers.

RSVP by e-mailing [gsd.centralp@lacity.org](mailto:gsd.centralp@lacity.org) or by calling (213)928-9500.

# City of Los Angeles Department of General Services 2017 Vendor Fair



The City of Los Angeles, Department of General Services is hosting a vendor fair. We will be having training sessions on our new vendor self service portals which will enable electronic bid submittal and electronic payments. In addition, we will be having match making events which will allow potential vendors to meet current suppliers, subcontractors, and City staff as well as courses on how to do business with the City. We hope that you are able to attend.

**Date: Tuesday, May 16, 2017**

**Time: 9 a.m. - 3:00 p.m.**

**Location:**

City Hall South Plaza - 111 E. 1st Street Los Angeles CA 90012

Triforum near City Hall East - 200 N. Main Street Los Angeles, CA 90012

**In Partnership with:**



## 2017 is The Year of Mexico in Los Angeles

The City of Los Angeles and the Government of Mexico have declared 2017 The Year of Mexico in Los Angeles. The two entities have planned more than 100 cultural, academic and business activities in L.A. Watch the video below and click [here](#) to remain updated on upcoming events that celebrate culture, education, trade and the Mexican heritage.



MXLA 2017 The Year of Mexico in Los Angeles

## Save the Date!

We are very excited about our upcoming Latino Business Awards on July 18th, 2017 at the Millennium Biltmore Hotel. Save the date. Categories will be announced soon.



## Latino Business Awards & Business Match-Making

...

TUESDAY, JULY 18, 2017  
11:00 AM – 2:00 PM

...

Millennium Biltmore Hotel  
Downtown Los Angeles

*For Sponsorship Opportunities • Moises Cisneros, LALCC Executive Director • 213.324.7774*

# SAVE THE DATE

### About LALCC

Since 2009, the Los Angeles Latino Chamber of Commerce (LALCC) has advocated for and promoted the economic development of Greater Los

Angeles' Latino-owned businesses, which now number more than 300,000. The chamber's economic development services include procurement, access to capital, certification, technical and other business assistance. Among other issues, its policy and advocacy efforts are focused on public and private minority procurement, community reinvestment and development, Latino public policy, international trade and small business funding. LALCC is a 501(c)(3) and 501(c)(6) nonprofit organization. For additional information about the chamber, visit [lalcc.org](http://lalcc.org).

[Forward this email](#)

STAY CONNECTED



Los Angeles Latino Chamber of Commerce, 333. S Grand Ave., Suite 450, Los Angeles, CA 90071

SafeUnsubscribe™ [stella.catanzarite@lacity.org](mailto:stella.catanzarite@lacity.org)

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Sent by [info@lalcc.org](mailto:info@lalcc.org) in collaboration with



[Try it free today](#)

--

**Stella Catanzarite**  
Economic and Workforce Development Dept  
1200 W. 7th St-6th floor-LA 90017  
[stella.catanzarite@lacity.org](mailto:stella.catanzarite@lacity.org)  
Phone Number-213-744-9065

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130







Rita Moreno <rita.moreno@lacity.org>

---

## Due April 30: 1st Quarter Report & Newsletter; Due May 1: 2016 Financial Statement

---

Rita Moreno <rita.moreno@lacity.org>

Wed, Apr 19, 2017 at 1:17 PM

To: Mary Patterson <mpaterson@canogaparkcal.com>, Bowers Sons Cleaners Bowers Sons Cleaners <bowerssons@sbcglobal.net>, Sherri Franklin <sherri@urbandesigncenter.com>, George Yu <geoyu28@aol.com>, Misty Iwatsu <mistyli@aol.com>, Blair Besten <blair@historiccove.bid>, Lisa Schechter <lisa@mediadistrict.org>, Jim Omahen <jim@mediadistrict.org>, Thomas Kneafsey <tom@metropolitanholding.com>, Heather Duffy Boylston <heather@larchmontvillagebid.com>, Rebecca Hutchinson <rebecca@larchmontvillagebid.com>, Kimberly Ramsey <kramsey@communitybuild.org>, "John T. Walker" <john@thescbd.com>, "kadedo@earthlink.net" <kadedo@earthlink.net>, Donald Duckworth <duckworth.donald@gmail.com>

Good Afternoon Everyone:

A quick reminder that the deadline to submit your 1st Quarter Report and Newsletter covering the months of January, February and March 2017, by the end of April. Also, the 2016 Financial Statement is due by the 1st of May.

Please note that we are requesting statistical information to be included in your Quarterly Report and/or in your Newsletter. Some of you may already include this information (thank you!). Attached is a template for the Quarterly Report as well as some examples of reports that contain the type of statistical information we are requesting.

Please submit electronic copies. It's okay to submit in hard copy format, but submit electronically as well.

Thank you and let me know if you have any questions.

Rita

P.S. Shout out goes to Hollywood Media District BID for submitting the 1st Quarter Newsletter! 🙌

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130



---

### 4 attachments



Quarterly Report Sample.doc  
37K



Quarterly Report - MOCK SAMPLE.docx  
265K



**Fashion District Example.pdf**

162K



**South Park II Example.pdf**

454K



## **BID Quarterly Reports Sample Format**

SUMMARY: Brief summary of BID activities during the subject quarter. Following the summary, describe any completed and/or ongoing services and activities for each budget line item listed in the BID's management district plan.

For example,

BUDGET LINE ITEM #1: Description of the completed and/or ongoing maintenance services and activities during the subject quarter. Provide a breakdown of trash bags collected, sidewalk linear miles cleaned, instances and/or linear miles of graffiti removed, etc.

BUDGET LINE ITEM #2: Description of the completed and/or ongoing security services and activities during the subject quarter. Provide number of security staff deployed and number of hours deployed, instances of contact requiring follow-up, etc.

BUDGET LINE ITEM #3: Description of any completed and/or ongoing marketing services and activities during the subject quarter. Provide number of events, citizen contacts, merchant contacts, social media contacts, etc.

BUDGET LINE ITEM #4: Description of any completed and/or ongoing streetscape improvement activities during the subject quarter. Provide number of street furniture installed and/or maintained such as benches and trash cans, and other items such as trees and tree grates, planters, medians, etc.

## **BID Quarterly Expenditures Sample Format**

- Provide a table indicating the dollar amount expended for each budget line item listed in the management district plan for the subject quarter. Also include year-to-date totals and annual limits. For example:

BUDGET LINE ITEM	ANNUAL BUDGET	REVENUE THIS QUARTER	AMOUNT SPENT THIS QUARTER	BUDGET BALANCE	AMOUNT SPENT YEAR- TO-DATE	PROJECTED SPENDING NEXT QUARTER
Budget Line Item #1	\$	\$	\$	\$	\$	\$
Budget Line Item #2	\$	\$	\$	\$	\$	\$
Budget Line Item #3	\$	\$	\$	\$	\$	\$
Budget Line Item #4	\$	\$	\$	\$	\$	\$
<b>TOTAL</b>	\$	\$	\$	\$	\$	\$

- Also, attach a Profit and Loss Statement and a Balance Sheet.



October 23, 2017

Holly L. Wolcott  
City Clerk  
Office of the City Clerk  
200 North Spring St., Rm. 224  
Los Angeles, CA 90012

**RE: 3<sup>rd</sup> Quarter Report – July 1, 2017 – September 30, 2017**

Dear Ms. Wolcott,

On behalf of the Board, I would like to present the third quarter report and financial expenditures as required by the Administration Agreement between the City of Los Angeles and the BID management company for the City Business Improvement District.

**3<sup>rd</sup> QUARTER ACTIVITIES**

- 1) **Security:** For this quarter, the BID continued with an armed bike patrol which provided 24 hour patrols of security 7 days a week. Reports were made of patrol findings on a daily basis on the District website and a quarterly report provided a summary which was added to the quarterly newsletter mailed to all stakeholders in the District. To date, from January 2017 to September 2017, the armed security/bike patrol has assisted the LAPD in making 300 arrests for various crimes/occurrences throughout the BID. The security also aides maintenance in reporting graffiti and other issues needing attention in the district.
- 2) **Maintenance:** The maintenance for this quarter resulted in gardening of the medians five times between July and September. Additional plants were donated to the BID and added to the medians during the Labor Day weekend holiday. The sidewalks were swept each morning before the begin of the business day (crews were dispatched between 5am and 6 am each morning), and the street crews have collected over 200 bags of debris during this quarter alone. Sidewalks were pressure-washed twice each month – every other week, during the early morning on Saturdays. Bus benches and other street furniture were cleaned by a street crew on the last Saturday of each month. Additionally, crews were sent out each week to identify and remove graffiti, and were sent out immediately after a report was made.
- 3) **Marketing:** Maintenance of the website continued and development of new website functions is still being explored. The District placed an ongoing weekly ad in the LA Weekly magazine and a Radio Ad airs once a week as a sponsor of KCRW, 89.9 FM. A survey is being utilized by some business owners for new

customers, and BID advertising is a question on the survey. The BID is very eager for survey results.

- 4) **Administration:** The District is beginning efforts of renewal and is looking into hiring a new Certified Public Account to create the Financial Statement which is required by May.
- 5) **Contingency:** The contingency amounts used this quarter were used for supplementing the marketing aspects of the weekly advertisements.

### **3<sup>rd</sup> QUARTER FINANCIALS**

<b>Budget Category</b>	<b>Annual Budget</b>	<b>3<sup>rd</sup> Quarter Amount Spent</b>	<b>Y-T-D Amount Spent</b>	<b>Projected 4th Qtr Spending</b>
Security	\$ 250,000	\$ 60,000	\$ 188,000	\$ 62,000
Maintenance	\$ 250,000	\$ 62,000	\$ 189,000	\$ 61,000
Marketing	\$ 250,000	\$ 59,000	\$ 208,000	\$ 42,000
Administration	\$ 150,000	\$ 37,500	\$ 112,500	\$ 37,500
Contingency	\$ 100,000	\$ 20,000	\$ 50,000	\$ 10,000
<b>TOTAL</b>	<b>\$1,000,000</b>	<b>\$ 238,500</b>	<b>\$ 747,500</b>	<b>\$ 212,500</b>

Please ask me if you have any questions.

Sincerely,



Jane Doe Smith, President  
The City BID Advisory Board



## **LA Fashion District Business Improvement District**

### **2016 Fourth Quarter Activity Report**

**December 31, 2016**

## 2016 4<sup>th</sup> Quarter Improvements, Activities and Services

Expenditures as of December 31, 2016			
	2016	4th Quarter	2016 YTD
Budget Category	Annual Budget	Amount Spent	Amount Spent
Clean & Safe	\$ 2,911,160	\$ 728,333	\$ 2,719,942
Communication	\$ 479,404	\$ 95,197	\$ 344,785
Management/City Fees/Del. Asmnts	\$ 486,754	\$ 98,107	\$ 418,390
Santee Alley Overlays	\$ 640,415	\$ 67,660	\$ 570,304
Total	\$ 4,517,733	\$ 989,297	\$ 4,053,421

### *Proposed 2017 First Quarter Finance Activities*

- Begin BID Renewal Preparation
- Work with CPA to complete the 2016 Tax Returns
- Work with CPA to complete 2016 Annual Review
- Prepare recommendation for 2018 assessment rates for Board of Directors

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### CLEAN AND SAFE ACTIVITIES

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#### SAFETY PROGRAMS

Fourth Quarter Contact Summary	2015	2016
Citizen Assist	3970	1879
Welfare Checks	1220	1266
Disorderly Conduct	1460	1259
Trespassing	571	600
Drinking in Public	55	137
Illegal Vending	279	105
Robbery / Vandalism	277	188

### *Proposed 2017 First Quarter Public Safety Activities*

- Continue education information for property owners on their responsibilities for discouraging illegal activities by tenants on their premises, and to comply with clean sidewalk codes.
- Continue to act as liaison to direct homeless populations to service organizations.

## CLEAN PROGRAMS

The Fashion District BID's clean programs deal with improving the public environment by providing graffiti removal, sidewalk and alley cleaning, street trash removal, tree trimming, weeding and poster removal.

### **Graffiti Removal**

2016 Fourth quarter graffiti removal records are about the same as last quarter.

<u>Graffiti Removal – 4<sup>th</sup> Quarter</u>	<b>2015</b>	<b>2016</b>
October	1998	1884
November	1804	1578
December	2026	1617
<b>Total</b>	<b>5828</b>	<b>5079</b>

### **Trash Tonnage**

Trash Tonnage increased significantly.

<u>Trash Tonnage– 4<sup>th</sup> Quarter</u>	<b>2015</b>	<b>2016</b>
October	192	193
November	189	230
December	201	257
<b>Total</b>	<b>582</b>	<b>680</b>

### **Sidewalk Cleaning**

4,136,033 square feet of district sidewalks were cleaned during the fourth quarter using scrubbing and pressure washing equipment.

### **Homeless and Feces Count:**

We have had a tremendous increase in homeless encampments, with an average of 297 per month. And, we have cleaned 591 counts of feces in the 4<sup>th</sup> Quarter.

*Proposed 2017 First Quarter Public Clean Activities*

- Continue to work to educate property owners and merchants about appropriate trash collection procedures.



**Neighborhood and Business Improvement Districts  
Quarterly Statistics for Mayor's Comstat Report**

4<sup>th</sup> Quarter 2016

CATEGORY	TOTAL FOR QUARTER	CUMULATIVE TOTAL
Public Safety Contacts *	42,070	167, 764
Trash Bags/Tons removed	57,531 bags/680 tons	221,252/2,384 tons
Bulky Items Removed	264	2177
Graffiti Removed	5079	26,136
Weeded Areas	26	183
Citizen Contacts	1879	10,602
Merchant Contacts	2600	12,580
Spaces for Lease **	Not available	
Spaces leased **	Not available	
New Business **	Not available	
Landscaped Medians	The BID maintains two landscaped medians in the district.	

\* Public Safety Incidents category was changed to Public Safety Contacts to provide the total number of contacts the BID Safe Team conducts during a quarter in the 100-block district.

\*\* The LA Fashion District has over 4000 street level stores. Due to the extensive volume of spaces we do not track spaces for lease, leased, or new businesses.

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## COMMUNICATIONS

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The LA Fashion District BID Communications programs are developed to create a positive image for the District based on the positive changes that take place. Programs are designed to attract new investors and customers to the District as well as attract City investment to the District.

### Website

[www.fashiondistrict.org](http://www.fashiondistrict.org) has 550,291 visitors per year. The retail and lines searchable directories as well as prom information are the most popular features on the site. The Fashion District website is the first website to pop-up when doing a Google search for “prom dresses in Los Angeles”. There are lines at the prom dress shops in the District, even on a Monday morning.

### Fashion District Social Media Update

The Fashion District is on Facebook, Twitter, Instagram, Snap Chat and Pinterest. The BID maintains a robust social media network as part of our marketing efforts, which are used to connect with shoppers, buyers, and visitors worldwide. Our most impressive following can be found on Facebook with over 48,072 followers, while our fastest growing audience is on Instagram, where we boast over 20,022 followers. Social media enables the BID to market to new audiences and a younger demographic, which in turn allows us to run more tailored online campaigns. For example, March and April we leveraged our social media reach to target prom shoppers, marketing to high school students directly.

### 2016 Fourth Quarter Website Visitors and Social Media Activity

<u>Website Visitors</u>	<b>2016</b>
October	44,434
November	36,516
December	33,580
<b>Totals</b>	<b>114,530</b>

<u>Social Media</u> – 4 <sup>th</sup> Quarter Totals	<b>2015</b>	<b>2016</b>
<b>Facebook</b>		
○ New Followers	367	1347
<b>Twitter</b>		
○ New Followers	260	425
<b>Blog</b>		
○ Page Views	46,569	65,403
<b>Instagram</b>		
○ New Followers	2458	1860
<b>Pinterest</b>		
○ New Followers	182	130

*Proposed 2017 First Quarter Communications Activities*

- Continue to refine social media features
- Install Banners
- Develop an RFP for a Marketing Plan
- Promote Market Week and update the Lines Directory

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## *SPECIAL PROJECTS*

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### *Proposed 2017 First Quarter Special Projects Activities*

- Continue to work with Bureau of Street Services to launch the Fashion District Phase II streetscape project.
- Work on Creating a Special Mobil Food Vendor District

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## *MANAGEMENT, CITY FEES AND DELINQUENT ASSESSMENTS*

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This portion of the annual Fashion District BID budget includes all Management and Communications service programs. The remaining budget is allocated to City Fees, Depreciation, Uncollected Revenue, and the North and South Alley Overlays.

### MANAGEMENT PROGRAMS

#### *Proposed 2017 First Quarter Management Activities*

- Begin BID Renewal



**SOUTH PARK**  
THE PLACE TO BE

**BOARD OF DIRECTORS**

**ROBIN BIEKER**

*President*  
Bieker & Co.

**SHELBY JORDAN**

*Vice President*

**MARTHA SAUCEDO**

AEG

**BOB BUENTE**

*Treasurer*  
1010 Development  
Corporation

**DANIEL TABAN**

*Secretary*  
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Alma Development/  
Proper Hotel

**SONNET HUI**

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Jia Yuan USA

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**RICHARD CLEMENT WU**

HOA Board of Directors

**ELLEN RIOTTO**

Executive Director (Interim)

**JOSH KREGER**

Director of Real Estate  
& Planning

**WALLIS LOCKE**

Director of Communications  
& Policy

**KATIE KIEFER**

Operations Manager

**LARONNIA JUPITER**

Marketing Coordinator

February 9, 2017

**TO:** Rick Scott  
Special Assessment Unit  
Office of the Los Angeles City Clerk

**FROM:** Ellen Riotto  
Executive Director - Interim  
**South Park Business Improvement District**

**RE:** **South Park II Business Improvement District**  
4<sup>th</sup> Quarter Report: October 1, 2016 to December 31,  
2016

As required under **Agreement No C-126976**, with the City of Los Angeles, the following details compile the 2016 Fourth Quarter Report for submittal. The report summarizes key activities of the South Park II Business Improvement District (SPII).

**CLEAN AND SAFETY PROGRAMS**

- Four (4) cleaning ambassadors are assigned to clean SPII six (6) days a week, with service hours from 7:00 AM – 3:30 PM. The ambassadors are managed by Streetplus, the same company overseeing Greater South Park's ("GSP") safety team.
- In December, SPII recognized Ivan Bureau as Employee of the Quarter for "Outstanding Service" as part of the SPII Clean Team. Bureau began as a Clean Team Ambassador in August of 2016 and continues to impress his peers and supervisors.
- Continued servicing daily replacement of trash liners, cleanup of debris in alleys, graffiti abatement, pressure washing and removal of illegal stickers and flyers from light poles and/or electrical boxes.
- Continued to respond to business and constituent requests for abovementioned daily service.
- Continued daily patrols made throughout the district. Team staff are trained to survey the area for any issues when working in the district and report details.



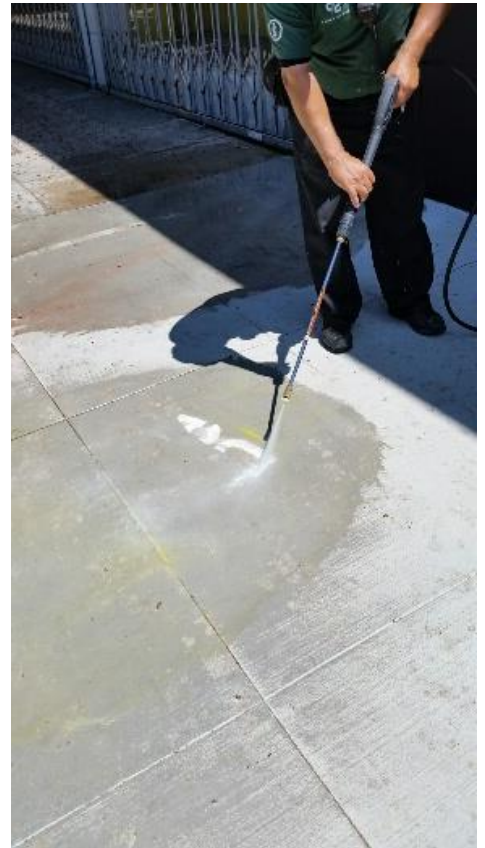
- Clean & Safety Program Manager (“PM”) communicates on a weekly basis with the South Park staff to provide updates and progress.
- Clean & Safety PM met weekly with SPID staff to review requests and policy changes.
- Clean & Safety PM conducted weekly driving inspections of the district.
- Continued to modify Clean Team staff schedules to provide the highest levels of services at peak demand times.
- Due to the current drought situation, the Clean Team focused on pressure washing areas that are needed for health and safety reasons.
- Continued to work closely with Los Angeles Police Department (“LAPD”) on identifying any abandoned items on public access areas to keep all areas clear of debris. This includes reporting freeway underpasses to keep these areas free of debris.

#### **MAINTENANCE "CLEAN TEAM" STATISTICS 4<sup>TH</sup> QRT 2016**

	<b>4<sup>TH</sup> QUARTER</b>	<b>YTD</b>
Streets Maintained		
Streets Maintained (linear feet)		
Trash Disposed (bags)	1,625	5,074
Trash Disposed (pounds)	40,625	127,625
Bulky Items Disposed		
Graffiti Removed (building faces)	215	1,565
Pressure washing (block faces)	7	34



**Examples of Clean Team work:**





- Continued daily patrols throughout the district by the one (1) Safety Ambassador assigned to patrol SP11. Patrols occur six (6) days a week, with service hours from 7:00 AM – 3:30 PM. The officer is managed by Streetplus, the same company overseeing Greater South Park's ("GSP") security.
- Custom reports made upon request to businesses of Clean Team data, in order to convey the services that have been provided in the district. This includes requests and regular maintenance.
- Clean & Safety PM reviews data and reports daily. Manager also creates Daily Operation Reports, Weekly Synopsis Reports, and Monthly Operational Reports. Adjustments to program are made from the data and information received.
- Clean & Safety PM attends weekly crime control meetings with LAPD at the Central Station. The meetings provide information on criminal activity in the district.
- Clean & Safety PM met weekly with South Park staff to review requests and daily work activities.
- Clean & Safety PM conducts district checks throughout the day to monitor crime and any activity out of the ordinary. This also includes contacting surrounding businesses to ensure they are receiving the service(s) requested.
- Accompanied staff to complete Merchant Contacts and meeting with business owners to inform them of the services SP11 offers.
- Continued to update merchant contact data.
- Continued weekly "talking points" program with Safety ambassador. This information is kept on-hand with the Ambassador to answer general inquiries on things happening in-district.
- Safety Ambassadors make patrols mainly by bike; however, patrol on foot or by vehicle occurs if needed.





### SECURITY "SAFE TEAM" STATISTICS 4<sup>TH</sup> QRT 2016

	4 <sup>th</sup> QUARTER	YTD
Observations*		
Merchant Contacts	224	571
Resident Contacts		
Citizen Assist**	16	62

\* *Observations are proactive security efforts, i.e. crimes in progress, welfare checks, emergency assistance, and extra patrols.*

\*\* *Citizen Assists are minor assistances, i.e. information, directions.*

- As of December 31, total Clean and Safe Program expenditures for the quarter were \$83,091.00.

### MARKETING & DISTRICT IDENTITY ("DISI")

- In October, quarter four neighborhood guides were circulated throughout the district.
- The regularly scheduled November 19 DISI committee meetings was canceled.
- Continued to actively publicize SPBID's businesses, cleaning, and community happenings on website, social media, and e-newsletter.
- To better reach newcomers, "What is the BID?" index-size infographics continued to be circulated throughout the district.
- "The South Park Post," SPBID's newsletter, was electronically distributed each month to subscribers.
- Staff continued to participate in LA City Councilmember Jose Huizar's Street Closure Committee and publicize closures in the South Park neighborhood on social media and the website.

**SOUTH PARK BUSINESS IMPROVEMENT DISTRICT**

1100 South Flower St. #3400, Los Angeles, CA 90015

[www.southpark.la](http://www.southpark.la)



- During the quarter, social media and newsletter subscribers rose by the following:

<b>South Park II BID Stats</b>	<b>Quarter Start</b>	<b>Quarter End</b>	<b>Quarter Summary</b>	
	<b>10/1/2016</b>	<b>12/31/2016</b>	<b>#</b>	<b>%</b>
Constant Contact / Database	4720	4788	68	1%
Facebook	1427	1469	42	3%
Instagram	3105	3140	35	1%
Twitter	2067	2144	77	4%



- As of December 31, DISI expenditures for the quarter were \$19,323.00.

## ADMINISTRATIVE & MANAGEMENT

- The October 12, the regularly scheduled SPII Committee meeting was held.
- On October 19, the Board of Directors (“BOD”) held their regularly scheduled meeting. The BOD approved the 2017 BOD officers and slate as well as the 2017 public meeting calendar dates for the upcoming year’s BOD and committee meetings.
- On November 11, the 2017 SPII fiscal year Annual Planning Report was submitted to the City Clerk’s office for review and approval.
- On December 14, the fourteen (14) additional trash cans were delivered and deployed to their new locations in the district.
- Staff attended regular Council hearings and meetings on topics related to BID activities; speaking during the General Comments on many of those occasions.
- Connected local developers with the correct government agencies/departments when requested.
- Staff attended regular meetings with Downtown Los Angeles Neighborhood Council (“DLANC”) Board and Committees.
- As of December 31, Administrative and Management expenditures for the quarter were \$21,986.00.



## CONTINGENCY/CITY FEES/RESERVE

NOTE: On the quarterly financial report (see last page), City fees and contingency expenditures are broken out as two separate line items; taken together, they equal this budgetary category.

As of December 31, contingency/city fees/reserves for the quarter were \$0.00.

## TOTAL EXPENDITURES

As of December 31, total expenditures for the quarter were \$124,400.00.

## TOTAL SUMMARIZED STATISTICS

*Quarterly statistics for mayor's COMSTAT report category total for quarter cumulative total*

CATEGORY	TOTAL FOR QUARTER	2016 CUMULATIVE TOTAL
Public Safety Incidents		
Trash Bags	1,625	5,074
Trash tons (lbs.)	40,625	127,625
Bulky Items Removed		
Graffiti Removed (building faces)	339	1,565
Weeded Areas (block faces)	51	1,565
Citizen Contacts	16	62
Merchant Contacts	224	571
Spaces for Lease		
Spaces leased		
New Business		
Landscaped Medians	N/A	N/A

**South Park II Property BID**  
**Annual Limits & Year-To-Date Totals**  
**Quarter Ending December 2016**

BUDGET LINE ITEM	ANNUAL BUDGET	REVENUE TO DATE		AMOUNT THIS QTR	AMOUNT YEAR-TO-DATE	PROJECTED SPENDING FOR REMAINDER OF THE YEAR	EXPLANATION OF VARIANCE
Assessment Income	452,690			24,503	422,861	29,829	
City Fees	18,108			-	18,108	-	
Sidewalk Operations, Beautification & Order	298,775			83,091	309,085	(10,310)	
District Identity & Streetscape Improvements	40,742			19,323	42,152	(1,410)	
Administration	76,957			21,986	64,082	12,875	
Contingency & Delinquency Reserves	18,108			-	1,170	16,938	
<b>TOTAL EXPENSES</b>	<b>452,690</b>	-		<b>124,400</b>	<b>434,597</b>	<b>18,093</b>	

Other Income (Not included above)

Penalty Income	-
Interest Income (From LA City)	967
Misc. Income	-
2016 General Benefit Funds	5,432
<b>Total Other Income as of 12.31.16</b>	<b>6,399</b>



Rita Moreno <rita.moreno@lacity.org>

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## Phone Conversation

2 messages

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**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Tue, Jul 18, 2017 at 10:16 AM

Hello Rita -

I hope this finds you well.

At your convenience, can you please give me a call. I would like to discuss with you how other bids or the City clerks office is suggesting BID's handle the hourly increase as it relates to current budgets and what we are obligated to do for the property owners?

Regards,

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



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**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>

Tue, Jul 18, 2017 at 11:21 AM

Hi John,

Per our conversation, the BID can raise the annual assessment a maximum of 4% (see Section VII. Budget, subsection C. on page 27 of the Management District Plan). Until then, the BID may want to use funds from it's the "Uncollected Assessments/Contingency" budget category to cover cost increases.

Let me know if you need anything further.

Rita

[Quoted text hidden]

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130





Rita Moreno <rita.moreno@lacity.org>

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## Re: Increases

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**Rita Moreno** <rita.moreno@lacity.org>  
To: JOHN WALKER <john@thescbd.com>

Tue, Jul 25, 2017 at 8:13 AM

Hi John,

I'll be helping with the ballot tabulation this morning, but will call you at 10:00 before we begin.

Rita

On Tue, Jul 25, 2017 at 7:53 AM, JOHN WALKER <john@thescbd.com> wrote:

Good Morning Rita:

I had begun a conversation with Rick, you were off and I would like to continue it with you this morning. If you are available after 10am I would like to give you a call, or you can call me when it is convenient.

Everything I was told seems to be incorrect - or I missed the process in my reading of our plan (which is very possible) and in our own exchanges and conversations? A 4% increase is allowed in our MDP and I missed that the request for an increase had to be included in the June (prior year) report? I still can't find that information.

Because of the minimum wage increase, I am concerned that our vendors, who will be asking as much as a 15% increase in their services will be very difficult to meet for the full year.

I thought I could request that increase in our November report to become effective in January of 2018.

I need guidance on how to move forward.

Regards,

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite A  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
john@thescbd.com  
www.thescbd.com



On Jul 25, 2017, at 7:35 AM, Rick Scott <rick.scott@lacity.org> wrote:

Hi John,

I have a meeting from at 8 am this morning and the final hearing and ballot tabulation for the Greater South Park BID renewal in Council today which will take up all of today. Tomorrow I have the adoption of the renewal ordinance in Council. Rita Moreno, the BID Analyst assigned to the Studio City BID can

answer all your questions. You can contact me if you like but it would be best to contact Rita contact at [213-978-1122](tel:213-978-1122).

O

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130







Rita Moreno <rita.moreno@lacity.org>

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## Re: Increases

---

**JOHN WALKER** <john@thescbd.com>

Mon, Jul 24, 2017 at 5:16 PM

To: Rick Scott <rick.scott@lacity.org>

Cc: Rita Moreno <rita.moreno@lacity.org>, Dennis Rader <dennis.rader@lacity.org>

Hi Rick et al:

The increase I am speaking of is allowed in our current MDP.

My question is (specifically) how do I initiate that increase for 2018?

Regards,

John Walker

Executive Director

Studio City Business District

4024 Radford Ave, Edit 2, Suite A

Studio City, Ca 91604

Ofc: 818.655.5377

Fax: 818.655.8327

[john@thescbd.com](mailto:john@thescbd.com)

[www.thescbd.com](http://www.thescbd.com)



On Jul 24, 2017, at 4:57 PM, Rick Scott <rick.scott@lacity.org> wrote:

John,

During the life of the current BID, any increase would have to be in accordance with the BID's current management plan and current contract with the City (Section 2.9 of the contract and Section VII(c) page 27 of the management plan):

[http://clkrep.lacity.org/onlinecontracts/2014/c-125141\\_c\\_12-30-14.pdf](http://clkrep.lacity.org/onlinecontracts/2014/c-125141_c_12-30-14.pdf)

Did the assessment information that was sent into the City on June 1st for placement on the County's tax rolls for 2018 include the 4% increase?

On Mon, Jul 24, 2017 at 2:48 PM, John Walker <john@thescbd.com> wrote:

Hi Rick -

I believe it will be essential for this organization to put through the first increase of assessments since it's inception.

We have it included in our current Plan that we are allowed to increase the fees by 4% - my question is how do I initiate this so that it takes effect starting January 1, 2018?

Regards,

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

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Rick Scott  
Neighborhood and Business Improvement District Division  
Office of the City Clerk  
213.978.1121 direct  
213.978.1099 main  
Fax 213.978.1130  
[Rick.Scott@lacity.org](mailto:Rick.Scott@lacity.org)



Rita Moreno <rita.moreno@lacity.org>

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## Increase of Assessments

4 messages

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**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Mon, Jul 24, 2017 at 2:45 PM

Hi Rita -

After some careful consideration, I believe that this organization is going to have to (for the first time since inception) raise the Assessment fees. We have approval to do this in our current Management District Plan so my question is, what is the process to have this increase start in January of 2018?

What am I required to do?

Regards,

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



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**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>

Tue, Jul 25, 2017 at 8:10 AM

Hi John,

Unfortunately, it is too late to increase the assessments for 2018. The database of assessments that is submitted to us by June 1 is the time to do so. The BID board would have to have approved the increase so that proof of their authorization could be submitted along with the database.

Let me know if you have any further questions.

Rita

[Quoted text hidden]

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122

Fax (213) 978-1130



**JOHN WALKER** <[john@thescbd.com](mailto:john@thescbd.com)>  
To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>

Tue, Jul 25, 2017 at 8:45 AM

Good Morning -

Yes, I do have questions and would appreciate a conversation. I cannot find in our plan that the increase needed to happen in that June report and in looking at the report itself, I don't see it (of course I very well may have missed it) however, I am concerned about this wage increase and how it will be passed on to us - - - ? Also, are you telling me that if we apply for that 4% increase in 2018 we will have it in 2019?

Regards,

John

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite A  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[john@thescbd.com](mailto:john@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



On Jul 25, 2017, at 8:10 AM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:

Hi John,

Unfortunately, it is too late to increase the assessments for 2018. The database of assessments that is submitted to us by June 1 is the time to do so. The BID board would have to have approved the increase so that proof of their authorization could be submitted along with the database.

Let me know if you have any further questions.

Rita

On Mon, Jul 24, 2017 at 2:45 PM, John Walker <[john@thescbd.com](mailto:john@thescbd.com)> wrote:  
Hi Rita -

After some careful consideration, I believe that this organization is going to have to (for the first time since inception) raise the Assessment fees. We have approval to do this in our current Management District Plan so my question is, what is the process to have this increase start in January of 2018?

What am I required to do?

Regards,

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

<LogoProposalMarch Signature.jpg>  
<Facebook Icon.png> <instagram.png> <Twitter Icon.png>

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Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130



---

**Rita Moreno** <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>  
To: JOHN WALKER <[john@thescbd.com](mailto:john@thescbd.com)>

Tue, Jul 25, 2017 at 10:28 AM

John,

You would need to refer to the letters sent by our office regarding the assessment database. For example, the letter dated April 28, 2017 states that the BID must submit the assessment database even if there are no changes, and it directs the BID to submit authorization if there is an increase in the 2018 assessments. The contract also discusses the annual assessment transmittal to our office and to make any corrections or adjustments.

We can check whether the County will allow us to retract the entire packet and resubmit. Has the BID board approved the increase and do you have the assessment database updated with the 4% increase? In other words, I would need it right now so that we can submit if they allow us to do so.

Rita

[Quoted text hidden]



Rita Moreno <rita.moreno@lacity.org>

---

## Studio City BID Invoices #094, 095 & 096

1 message

---

**Rita Moreno** <rita.moreno@lacity.org>

Fri, Oct 6, 2017 at 12:40 PM

To: "John T. Walker" <john@thescbd.com>, Danielle Condit <danielle@thescbd.com>

Happy Friday!

I received a new invoice yesterday in the amount of \$10,586.45. It is marked as invoice #095, but we previously received an invoice with the same number for a different amount, and have paid it out. Therefore, I am changing the invoice number to #099. I've attached the revised invoice for your records.

I also received copies of invoices #094 (\$2,295.56), 095 (\$209.07) and 096 (\$44,450.07) for which the BID has not yet received a check, per the note enclosed. I've checked the City's system and it shows that check #300739949 was issued on 5/24/17, in the amount of \$46,954.70 (2,295.56 + 209.07 + 44,450.07). The check was paid on 6/19/17.

On another note, John, invoices and all documents for which we require hard copies must have your original "wet" signature. I cannot accept typed signatures any longer.

Thank you and let me know if you have any questions.

Rita

--

Rita Moreno  
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Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
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---

 **Invoice #099r.pdf**  
490K

# STUDIO CITY

## BUSINESS DISTRICT

[www.thescbd.com](http://www.thescbd.com)

Studio City Improvement Association

September 20, 2017

Ms. Miranda Paster  
Division Manager  
Neighborhood and BID Division  
Office of the City Clerk  
200 North Spring Street – Room 224  
Los Angeles, Ca 90012

RE: Invoice #099 – Agency Account Number 18961

As outlined in the agreement between the City of Los Angeles and the Studio City Improvement Association, we are requesting payment of funds/interest in the amount of \$44,928.18.

County Remittance 8/23/2017

\$10,586.45

Available for Reimbursement

---

\$10,586.45

Please remit payment to: Studio City Improvement Association  
4024 Radford Ave – Edit 2 – Room 8  
Studio City, Ca 91604

I certify that payment requested will be expended in accordance with the provision of the contract agreement #C-124141, and as outlined in the District Management Plan. I certify that I represent the 501c(6) and I am authorized to make this request on behalf of the organization.

Respectfully Submitted

*John Walker*

John Walker  
Executive Director  
Cc: Rita Morena



HOLLY L. WOLCOTT  
CITY CLERK

SHANNON D. HOPPE  
EXECUTIVE OFFICER

City of Los Angeles  
CALIFORNIA



ERIC GARCETTI  
MAYOR

OFFICE OF THE  
CITY CLERK

Neighborhood and Business  
Improvement District Division  
200 N. Spring Street, Room 224  
Los Angeles, CA 90012  
(213) 978-1099  
FAX: (213) 978-1130

MIRANDA PASTER  
DIVISION MANAGER

[clerk.lacity.org](http://clerk.lacity.org)

**FACSIMILE TRANSMISSION COVER SHEET**

DATE: 9/20/2017

TO: John Walker, Executive Director

FAX NO. (818) 655-8327

FROM: Thomas Nelson, Accounts Payable

SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

2 Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

District Name: STUDIO CITY

Account No.: 18961

County Remittance 8/23/2017

10,586.45

Available for Reimbursement

\$10,586.45

**PRIVACY NOTICE**

This message is intended for the use of the individual or entity to which it is addressed and may contain material that is privileged, confidential or exempt from disclosure under Federal or state law. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is prohibited.

**COUNTY OF LOS ANGELES - AUDITOR/CONTROLLER, TAX DIVISION  
PROPERTY REMITTANCE ADVICE SUMMARY  
FY 2016-2017**

**DATE OF REMITTANCE: August 23, 2017**

ACCT.#	DESCRIPTION	TYPE	2016-2017 PROPERTY TAX REVENUE	2016-2017 SECURED FINAL PAID
189.61	STUDIO CITY BID	1% D/S AIR TL	- 10,586.45 - 10,586.45	- 10,586.45 - 10,586.45

## Annual Planning Report

Rita Moreno <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>

Tue, Oct 10, 2017 at 8:59 AM

Hi John,


Our Systems folks deleted a cent from Zone 1 so it all adds up now. Please log in to the portal to complete and submit. Let me know if you have any questions.

Thanks.

Rita

On Fri, Oct 6, 2017 at 2:25 PM, John Walker <john@thescbd.com> wrote:

Hi


Welcome to the BIDs Portal

Welcome, John Walker
LOG OUT

### Studio City 2018 Annual Planning Report

Total Estimated Revenues/Expenditures				
	Zone 1	Zone 2	Total	Assessment
2018 Assessments	422,654.98	27,744.62	450,399.60	450,399.60
Estimated Carryover from 2017	191,113.62	12,545.40	203,659.02	
Other Income	32,798.03	2,152.98	34,951.01	
<b>TOTAL ESTIMATED REVENUES</b>	<b>646,566.63</b>	<b>42,443.00</b>	<b>689,009.63</b>	
2018 Estimated Expenditure				Pct. MDP
Landscaping, Sanitation and Beautification	271,557.99	17,826.06	289,384.05	42.00%
Marketing	77,588.00	5,093.16	82,681.16	12.00%
Streetscape, Capital, Parking and Safety Improv...	148,710.33	9,761.89	158,472.22	23.00%
Administration	116,381.99	7,639.74	124,021.73	18.00%
Uncollected Assessments/Contingency	32,328.33	2,122.15	34,450.48	5.00%
<b>TOTAL ESTIMATED EXPENDITURE</b>	<b>646,566.64</b>	<b>42,443.00</b>	<b>0.00</b>	

**Notes:**

\* denotes non-regular revenue item.

John Walker  
Executive Director  
Studio City Business District  
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Fax: 818.655.8327  
John@thescbd.com  
www.thescbd.com



On Oct 6, 2017, at 1:32 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Hi John,

Yes, I remember this issue from last year. It's my recollection that we subtracted a cent so that everything adds up and matches. In looking at your screen shot of the Total Estimated Revenues/Expenditures, can the problem be solved by changing the amount under "Other Income" from 32,798.03 to 32,798.02? That will get rid of that extra cent.

Let me know.

Rita

On Fri, Oct 6, 2017 at 1:06 PM, John Walker <[john@thescbd.com](mailto:john@thescbd.com)> wrote:

Hi Rita -

Once again, your template rounds up and in the end, does not allow it to balance with our actual numbers. Because of this, we are unable to "save" - please advise? I have attached a copy of our REAL numbers and breakdown for your reference.

John Walker  
Executive Director  
Studio City Business District  
[4024 Radford Ave](#), Edit 2, Suite 8  
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--

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--

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# STUDIO CITY

## BUSINESS DISTRICT



## 2018 Annual Planning Report

Prepared by  
John Walker  
Executive Director

# 2018 Annual Planning Report

## **District Name**

This report is for the Studio City Business Improvement District (District). The District is operated by the Studio City Improvement Association, Inc., a private non-profit organization.

## **Fiscal Year of Report**

This report applies to the 2018 Fiscal Year. The District Board of Directors approved the 2018 Annual Planning Report at the November 6, 2017 Board of Director's meeting.

## **Boundaries**

There are no changes to the District boundaries for 2018.

## **Benefit Zones**

The District has two benefit zones. For 2018, there will be no changes to the District's benefit zones.

## **2018 Improvements, Activities and Services**

### **Landscaping, Sanitation, Beautification: \$289,384.04 (42%)**

Because of the (new) Minimum Wage, our expenses for 2018 will show an increase, which we have prepared for. The SCIA will continue to provide the following services in landscaping, sanitation and beautification. Zone 1 will receive the Sanitation personnel, trash disposal, sidewalk cleaning, graffiti removal, tree trimming and landscape services. Zone 2 will receive Sanitation personnel, trash disposal, sidewalk cleaning, graffiti removal and tree trimming services.

*Sanitation Personnel:* Sanitation personnel will collect and remove litter, including sidewalk and gutter weed removal.

*Trash Disposal:* The District services 120 trash receptacles in the district. The trash receptacles are located on the sidewalk throughout the entire District and will continue to be serviced three times per week.



*Sidewalk Cleaning:* Sidewalks will be pressure washed and now added with a diluted disinfectant throughout the District. The District will continue pressure washing the District three times per year in 2018.

*Graffiti Removal:* The District will continue to provide graffiti removal services in the District. The District utilizes 311 for this service.

*Tree Trimming:* The District will continue to provide tree trimming services. The palm trees will be trimmed twice per year. Other trees in the district will be trimmed, as needed.

*Landscaping Services:* The District will continue to provide landscaping and weed removal services in the District.

**Marketing: \$82,681.16 (12%)**

In 2018, both Zones 1 and 2 will receive website presence. The SCIA has a Social Media Director and a presence on Instagram, Facebook, Twitter, Pinterest and Snapchat. The SCBD will continue with Social Media in 2018.

The District will display Banners (approved by the Board) during the Holiday season.

The SCIA's new branding program, introduced in 2016 will continue to be used to better streamline marketing activities. Beginning in 2015, the SCIA established the "Studio City Business District." While the SCIA will continue to be used for official correspondence. The SCBD will be used on all media platforms when referring to the District. In 2016, we introduced a new LOGO for our District.

The SCIA will continue to place Print Ads monthly in the Studio City Lifestyle Magazine and when possible, will seek out other avenues of promoting this organization.

We continue to retain our Webmaster and have a newly redesigned website that is very inter-active with our business community.



**Streetscape / Capital Improvements: \$158,472.21 (23%)**

The SCIA continues to maintain our Safety program. We have night patrols within the District. It has proven to be a very effective way to lessen crime. We are thinking of introducing a part time, day time Patrol for business/stakeholder visibility.

In 2018, the SCIA wants to further investigate the “A Gateway in Studio City” by installing overhead lighting from Carpenter Ave to Coldwater Canyon. The lighting will allow soft, ambient lighting at night to create a warmer and hopefully safer environment while walking the District in the evening hours. We have already received support from our City Councilmember.

**Administration: \$124,021.73 (18%)**

Both Zones 1 and 2 will benefit from the administrative services. The Property Owner’s Association will continue its administrative services by implementing the programs as outlined in this Management District Plan for the special benefit of the individual assessed parcels. This may also include creating opportunities such as applying for grants. The administrator’s duties are a special benefit because they implement the PBID goals, which specifically benefit each assessed parcel.

**Uncollected Assessments/Contingency: \$34,450.48 (5%)**

In 2018, funds in this category will be used to pay rent for office space occupied by the SCIA.

**Total estimate of Cost for 2018:** A breakdown of the total estimated 2018 budget is attached to this report as **Appendix A.**

### **Method and Basis of Levying the Assessment**

The Method and Basis for levying the 2017 assessment remain the same as listed in the Management District Plan and is a calculation of assessable parcel footage and linear street footage within two (2) zones of benefit with differing rates depending on the type and frequency of services provided and benefit(s) received in that zone.

### **Studio City 2018 Assessment Rates:**

<b>ASSESSMENT VARIABLE</b>	<b>ZONE 1</b>	<b>ZONE 2</b>
Parcel square footage	\$0.035/sq. ft.	\$0.018/sq. ft.
Linear frontage along Ventura Blvd.	\$19.25/lin. ft.	N/A
Linear frontage along Other streets	\$5.77/lin. ft.	\$1.92/lin. ft.

**The Management District Plan allows for a maximum annual assessment increase of 4%. The Board voted unanimously for a 4% increase that will be submitted in June of 2018 and will take effect in 2019.**

**The Districts 2018 Total Assessment is \$450,399.60**

### **Surplus Revenues**

At the end of 2017, the District will have an estimated \$203,659.02 of surplus revenue that will be rolled over into the 2018 budget. That rollover amount will be incorporated towards possibly creating a “Gateway of Studio City” that we hope to launch in 2018. The projected expense for the “Gateway” will be near \$150,000 for overhead lighting within the BID area on Ventura Boulevard and Ventura Place. We have the support of both the Council office and the Mayor. We will also be entering our Renewal process and we are projecting expenses of up to \$48,000 to completion. We will also be purchasing new Trash receptacles at

a total cost of \$2,600.00. This rollover has been authorized by the Board of Directors at the November 6, 2017 meeting.

**Anticipated Deficit Revenues as held back**

There are no deficit revenues that will be carried over into 2017. The SCIA anticipates an additional \$34,951.01 from non-assessment sources to cover the general benefit revenue.

**Appendix A**

**Studio City Business Improvement District  
2018 Annual Report  
2018 Fiscal Year Activities Budget**

**Anticipated Assessment Revenue and Program Expenditures**

**2018 Revenue Sources**

2018 Special Assessment	\$450,399.60
2017 Projected Carryover	\$203,659.02
2018 Estimated Contribution/General Benefit	\$34,951.01
<b>2018 Total Estimated Revenue</b>	<b>\$689,009.63</b>

**2018 Budget Expenditures**

Landscaping, Sanitation and Beautification	\$289,384.04	42%
Marketing	\$ 82,681.16	12%
Streetscape/Capital Improvements/Safety	\$158,472.21	23%
Administration	\$124,021.73	18%
Uncollected Assessments/Contingency	\$ 34,450.48	05%
<b>2018 Total Estimated Expenditures</b>	<b>\$689,009.63</b>	<b>100%</b>



Rita Moreno <rita.moreno@lacity.org>

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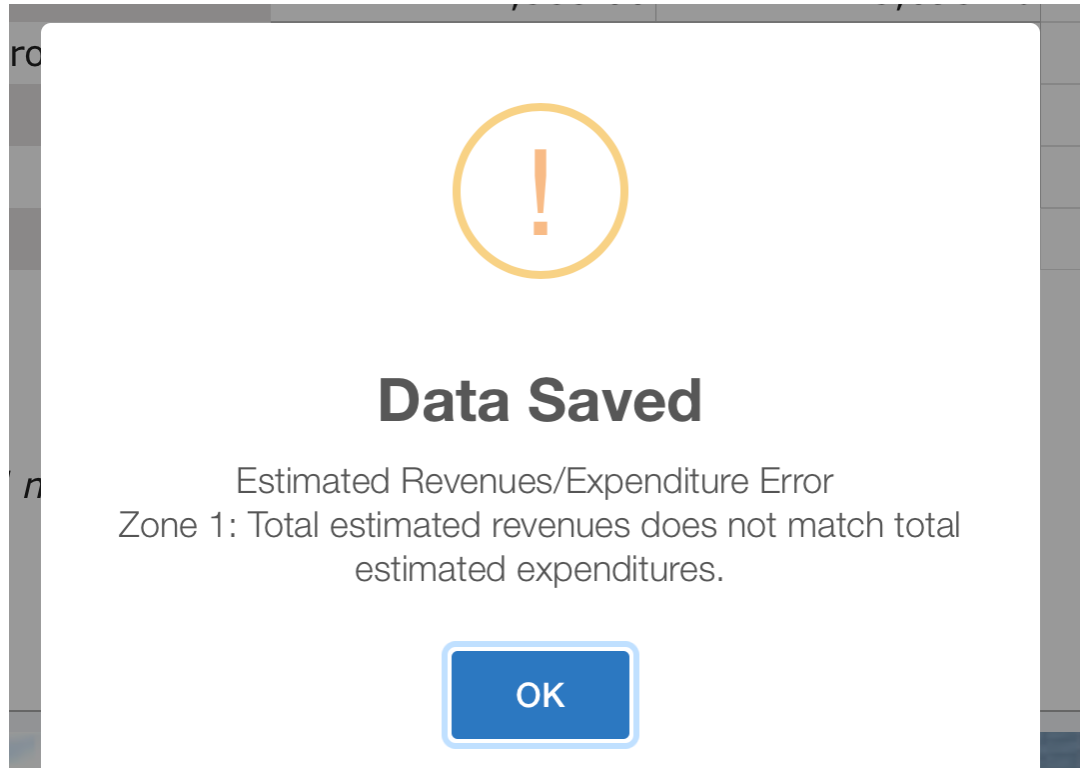
## Screen Shot

---

**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Tue, Oct 10, 2017 at 10:03 AM

Will not allow me to submit?



John Walker  
Executive Director  
Studio City Business District  
[4024 Radford Ave](#), Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327

[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

**STUDIO CITY**  
BUSINESS DISTRICT





Rita Moreno <rita.moreno@lacity.org>

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## Reminder: L.A. BID Consortium Meeting 10/12/17 @ 12:00 PM

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Rita Moreno <rita.moreno@lacity.org>

Wed, Oct 11, 2017 at 11:14 AM

To: Mary Patterson <mpaterson@canogaparkcal.com>, "Danishaker@gmail.com" <danishaker@gmail.com>, Sherri Franklin <sherri@urbandesigncenter.com>, admin@chatsworthbid.com, George Yu <geoyu28@aol.com>, susanlevi@labids.org, Blair Besten <blair@historiccore.bid>, Lisa Schechter <lisa@mediadistrict.org>, Jim Omahen <jim@mediadistrict.org>, Thomas Kneafsey <tom@metropolitanholding.com>, Heather Duffy Boylston <heather@larchmontvillagebid.com>, Rebecca Hutchinson <rebecca@larchmontvillagebid.com>, Kimberly Ramsey <kramsey@communitybuild.org>, Misty Iwatsu <mistyli@aol.com>, ellenendo@yahoo.com, board@visitlittletokyo.com, Rafik Ghazarian <rafik@roadrunner.com>, "John T. Walker" <john@thescbd.com>, "kadedo@earthlink.net" <kadedo@earthlink.net>, Mark Sokol <mark@venicebeachbid.com>, Tara Devine <tara@venicebeachbid.com>, Donald Duckworth <duckworth.donald@gmail.com>

Correction: Meeting "starts" at 11:30 a.m. so that everyone has a chance to have lunch before the presentation starts.

On Wed, Oct 11, 2017 at 11:09 AM, Rita Moreno <rita.moreno@lacity.org> wrote:

Hello Everyone:

We would like to encourage you to attend tomorrow's LA BID Consortium meeting. The Controller's Office will conduct a demonstration of the new Self Service Vending process, which will allow everyone doing business with the city to submit invoices online.

The meeting starts at 12:00 p.m. and will be held in the Chinatown BID Office: 727 N. Broadway, Suite 212, Los Angeles 90012.

Thank you.

Rita

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130



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Rita Moreno <rita.moreno@lacity.org>

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## Re: IDA Policy Alert: Tax Reform Bill & the Historic and New Markets Tax Credits

---

John Walker <john@thescbd.com>

Thu, Nov 9, 2017 at 11:16 AM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Mary Paterson <mpaterson@canogaparkcal.com>, "Danishaker@gmail.com" <danishaker@gmail.com>, Sherri Franklin <sherri@urbandesigncenter.com>, admin@chatsworthbid.com, George Yu <geoyu28@aol.com>, Susan Levi <susanlevi@labids.org>, Misty Iwatsu <mistyli@aol.com>, Blair Besten <blair@historiccore.bid>, Lisa Schechter <lisa@mediadistrict.org>, Jim Omahen <jim@mediadistrict.org>, Thomas Kneafsey <tom@metropolitanholding.com>, Heather Duffy Boylston <heather@larchmontvillagebid.com>, Rebecca Hutchinson <rebecca@larchmontvillagebid.com>, Kimberly Ramsey <kramsey@communitybuild.org>, Ellen Endo <ellenendo@yahoo.com>, board@visittokyo.com, Rafik Ghazarian <rafik@roadrunner.com>, Donald Duckworth <duckworth.donald@gmail.com>, Kathy Delle Donne <kadedo@earthlink.net>, Mark Sokol <mark@venicebeachbid.com>, Tara Devine <tara@venicebeachbid.com>

Rita:

Great idea - I will contact our Representative on this matter.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



On Nov 9, 2017, at 10:20 AM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:

FYI: For those of you who are not IDA members, this may be important information for your BID...

----- Forwarded message -----

From: **David Downey** <[david@downtown.org](mailto:david@downtown.org)>

Date: Thu, Nov 9, 2017 at 9:47 AM

Subject: IDA Policy Alert: Tax Reform Bill & the Historic and New Markets Tax Credits

To: [rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)

Click here to view in your browser. [Try this.](#)



IDA POLICY ALERT



November 9, 2017

While we expect most urban place managers in the U.S. are aware of the tax reform bill proposed last week which eliminates the federal historic and new markets tax credits, IDA wanted to ensure these current proposals are top of mind. While you may already be working with your own local or state government and other advocacy groups, we believe this added measure from the urban place management industry can introduce a new voice.

We have developed a preliminary letter and recommend that you communicate with your representative to ensure development finance tools such as the historic tax credit, new markets tax credit and block grants continue. Please review the [letter](#) from IDA President & CEO, David Downey, for more details. Time is of the essence, so please communicate with your representatives. You can download a [sample letter here](#).

If this is a topic you believe IDA should take a more active role in, please convey your thoughts to Allison Shashok, IDA's Marketing & Communications Manager at [allison@downtown.org](mailto:allison@downtown.org).

Thank you!

STAY CONNECTED



International Downtown Association, [910 17th Street NW, Suite 1050](#), Washington, DC 20006

SafeUnsubscribe™ [rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)

[Forward this email](#) | [Update Profile](#) | [About our service provider](#)

Sent by [david@downtown.org](mailto:david@downtown.org)

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
[200 N. Spring Street, 3rd Floor #395](#)  
[Los Angeles, CA 90012](#)  
[Office \(213\) 978-1122](#)  
[Fax \(213\) 978-1130](#)





Rita Moreno <rita.moreno@lacity.org>

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## Secured and Redemption

3 messages

---

**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Wed, Nov 15, 2017 at 12:58 PM

Hi Rita -

First, I do not know who "Joe/Matthew" are - and do I need to?

Then, is this for informational purposes only?

Will I receive notification that we need to request the difference of \$3,024.96 before the end of this year?

Sorry for the questions but I'm just not sure if there is any action required?

thanks

John Walker  
Executive Director  
Studio City Business District  
[4024 Radford Ave](#), Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



---

**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>

Wed, Nov 15, 2017 at 2:21 PM

It looks like they did a cut and paste. Disregard the names. The report is for your information only. When the County sends the funds and we encumber in the BID's account, we will send you the transmittal.

[Quoted text hidden]

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 3rd Floor #395  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130





**John Walker** <[john@thescbd.com](mailto:john@thescbd.com)>  
To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>

Wed, Nov 15, 2017 at 2:31 PM

Thanks for the clarity:)

John Walker  
Executive Director  
Studio City Business District  
[4024 Radford Ave](#), Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



On Nov 15, 2017, at 2:21 PM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:

It looks like they did a cut and paste. Disregard the names. The report is for your information only. When the County sends the funds and we encumber in the BID's account, we will send you the transmittal.

On Wed, Nov 15, 2017 at 12:58 PM, John Walker <[john@thescbd.com](mailto:john@thescbd.com)> wrote:

Hi Rita -

First, I do not know who "Joe/Matthew" are - and do I need to?

Then, is this for informational purposes only?

Will I receive notification that we need to request the difference of \$3,024.96 before the end of this year?

Sorry for the questions but I'm just not sure if there is any action required?

thanks

John Walker  
Executive Director  
Studio City Business District  
[4024 Radford Ave](#), Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

<LogoProposalMarch Signature.jpg>

<Facebook Icon.png> <instagram.png> <Twitter Icon.png>

--

Rita Moreno

City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 3rd Floor #395  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130





Rita Moreno <rita.moreno@lacity.org>

---

## Fwd: EWDD Materials Presented at 11/9/17 BID Congress

---

Rita Moreno <rita.moreno@lacity.org>

Wed, Nov 15, 2017 at 5:35 PM

To: Mary Patterson <mpaterson@canogaparkcal.com>, "Danishaker@gmail.com" <danishaker@gmail.com>, Sherri Franklin <sherri@urbandesigncenter.com>, admin@chatsworthbid.com, George Yu <geoyu28@aol.com>, Susan Levi <susanlevi@labids.org>, Blair Besten <blair@historiccore.bid>, Lisa Schechter <lisa@mediadistrict.org>, Jim Omahen <jim@mediadistrict.org>, Thomas Kneafsey <tom@metropolitanholding.com>, Heather Duffy Boylston <heather@larchmontvillagebid.com>, Rebecca Hutchinson <rebecca@larchmontvillagebid.com>, Kimberly Ramsey <kramsey@communitybuild.org>, Misty Iwatsu <mistyli@aol.com>, Ellen Endo <ellenendo@yahoo.com>, board@visitttletokeo.com, Rafik Ghazarian <rafik@roadrunner.com>, Donald Duckworth <duckworth.donald@gmail.com>, "John T. Walker" <john@thescbd.com>, "kadedo@earthlink.net" <kadedo@earthlink.net>, Mark Sokol <mark@venicebeachbid.com>, Tara Devine <tara@venicebeachbid.com>

Good Evening Everyone:

Attached below are electronic copies of the materials presented by staff from the Economic Workforce Development Department (EWDD), on the Citywide Economic Development Strategy and Small Business Loan Program.

Please share this information with small businesses and entrepreneurs in your BIDs. EWDD staff and members of the consultant team working on the strategy would welcome an opportunity to speak with you and your Board Members in more detail. The contact is Stella Sepulveda-Catanzarite and her contact information is included in the attachments.






--

Rita Moreno  
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200 N. Spring Street, 3rd Floor #395  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130



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### 5 attachments

-  **EWDDMediaKit (Overview) final 9-20-17pm (1).pdf**  
244K
-  **CEDS Stakeholder Workshop Handout-fivepager.pdf**  
713K
-  **HR&A EWDD CEDS Fact Sheet.pdf**  
769K
-  **HRA City of LA Econ Dev Website Content (2).pdf**  
363K
-  **SmallBusLoanProgBroch2-2017.pdf**  
255K





### **Mission Statement**

*To develop, deliver and promote best-in-class economic and workforce development services to generate, sustain and grow individual, business and community prosperity in the City of Los Angeles.*

### **Key Functions**

EWDD provides a broad range of programs that offer assistance in the areas of business support, employment and youth development. All programs are designed to grow and improve Los Angeles' economy while building a well-trained and job-ready workforce.

- **BusinessSource Centers:** Nine citywide centers provide services such as access to capital, business plan development, tax incentives and credits, business courses and training, employee hiring and workforce development to business owners or startups.
- **WorkSource Centers:** Sixteen citywide centers offer a wide range of quality employment related assistance to job seekers and employers such as literacy skills, training, referrals, job listings and placement with an emphasis on high growth industries to build and support a qualified workforce in Los Angeles. Two Job Portals, smaller versions of the WorkSource Centers, are located in select city libraries and other locations.
- **YouthSource Centers:** Sixteen citywide youth development centers offer educational and career readiness services for disconnected youth ages 16 to 24 who are neither in school nor working.
  - **Summer Youth Employment Program/HIRE LA's Youth:** The Summer Youth Employment Program provides six weeks of subsidized work for Los Angeles youth, ages 14 to 24, with local partners including non-profits, businesses, and city departments. HIRE LA's Youth provides year-round real world job experiences and opportunities for college, career and financial literacy training.

HIRE LA's Youth is a year-round program, with a big hiring spike during summer months when students are on summer vacation.

- **JobsLA.org:** Online resource which enables job seekers to search unduplicated job postings from thousands of employers in the Los Angeles region, including private corporations, state job boards, local newspapers, recruiters, government agencies, etc.
- **Day Labor Resource Centers:** Seven centers citywide help reduce the number of day laborers who congregate on city streets and provide them with safe fixed sites where they can gain job skills, obtain ESL instruction, legal advocacy, and workplace safety information.

#### **General Manager**

- Jan Perry, [Jan.Perry@lacity.org](mailto:Jan.Perry@lacity.org) TEL: 213-744-7300

#### **Annual Budget (FY 2017-18)**

- EWDD Operational Budget 2017-2018: \$21,121,460
- 2017-2018 Community Development Block Grant (CDBG) Allocation: \$8,075,000
- 2017-2018 Workforce Investment Opportunity Act (WIOA) Total Allocation: (Adult, Youth and Dislocated Worker funding streams, not including Rapid Response Funding): \$45,883,197

#### **Number of Employees**

- 168 authorized positions

#### **Supporting Federal and State Departments**

- U.S. Department of Housing and Urban Development, U.S. Department of Labor, State of California Employment Development Department, U.S. Department of Justice

#### **Board of Directors**

##### **Workforce Development Board (WDB)**

The City of Los Angeles WDB is composed of 39 volunteers and includes representatives from education, labor, state and local governments, private businesses and employers. In partnership with the Mayor and City Council, the WDB provides vision, policy, strategy, coordination, direction and oversight for the City's workforce development activities. The Los Angeles Workforce Delivery System operates in partnership with various organizations including community-based non-profits, labor organizations, the L.A. Unified School District, the L.A. Community College District, and the Los Angeles Area Chamber of Commerce.



**Departmental Contacts**

- Jan Perry, General Manager, [Jan.Perry@lacity.org](mailto:Jan.Perry@lacity.org) TEL: 213-744-7300
- Michael Cole, Executive Officer, [Michael.Cole@lacity.org](mailto:Michael.Cole@lacity.org) TEL: 213-744-7300
- Robert Sainz, Asst. General Manager, Workforce Development Division  
[Robert.Sainz@lacity.org](mailto:Robert.Sainz@lacity.org) TEL: 213-744-7300
- Samuel Hughes, Asst. General Manager, Economic Development Division  
[Samuel.Hughes@lacity.org](mailto:Samuel.Hughes@lacity.org) TEL: 213-744-9052
- Gregg Irish, WDB Executive Director, [Gregory.Irish@lacity.org](mailto:Gregory.Irish@lacity.org) TEL: 213-744-7164
- Jamie Francisco, EWDD Communications, [Jamie.Francisco@lacity.org](mailto:Jamie.Francisco@lacity.org) TEL: 213-744-9048;  
CELL 213-276-9321

**Useful Numbers****Economic and Workforce Development Department**

1200 West 7th Street, 6th Floor, Los Angeles CA 90017

TEL: 213-744-7300 FAX: 213-744-9061 TTY: 213-744-7290 [www.ewddlacity.com](http://www.ewddlacity.com)

**Workforce Development Board**

1200 West 7th Street, 6th Floor, Los Angeles, CA 90017

TEL: 213-744-7164 FAX: 213-744-9395 TTY: 213-744-9395 [www.wiblacity.org](http://www.wiblacity.org)

**Helpful Websites**

Jobs LA - [www.JobsLA.org](http://www.JobsLA.org)

Los Angeles Development Fund - [www.ladfnnewmarkets.org](http://www.ladfnnewmarkets.org)

Industrial Development Authority - <http://ida.lacity.org/>

Employment Development Department (EDD), California - [www.edd.ca.gov](http://www.edd.ca.gov)

CalJOBS - [www.caljobs.ca.gov](http://www.caljobs.ca.gov)

California GO-Biz - [www.business.ca.gov](http://www.business.ca.gov)

America's Job Center - [www.americasjobcenter.ca.gov](http://www.americasjobcenter.ca.gov)

Small Business Administration - [www.sba.gov](http://www.sba.gov)

*[Revised 09/20/17]*





# City of Los Angeles

## CITYWIDE ECONOMIC DEVELOPMENT STRATEGY







# City of Los Angeles

## CITYWIDE ECONOMIC DEVELOPMENT STRATEGY

### Project Overview

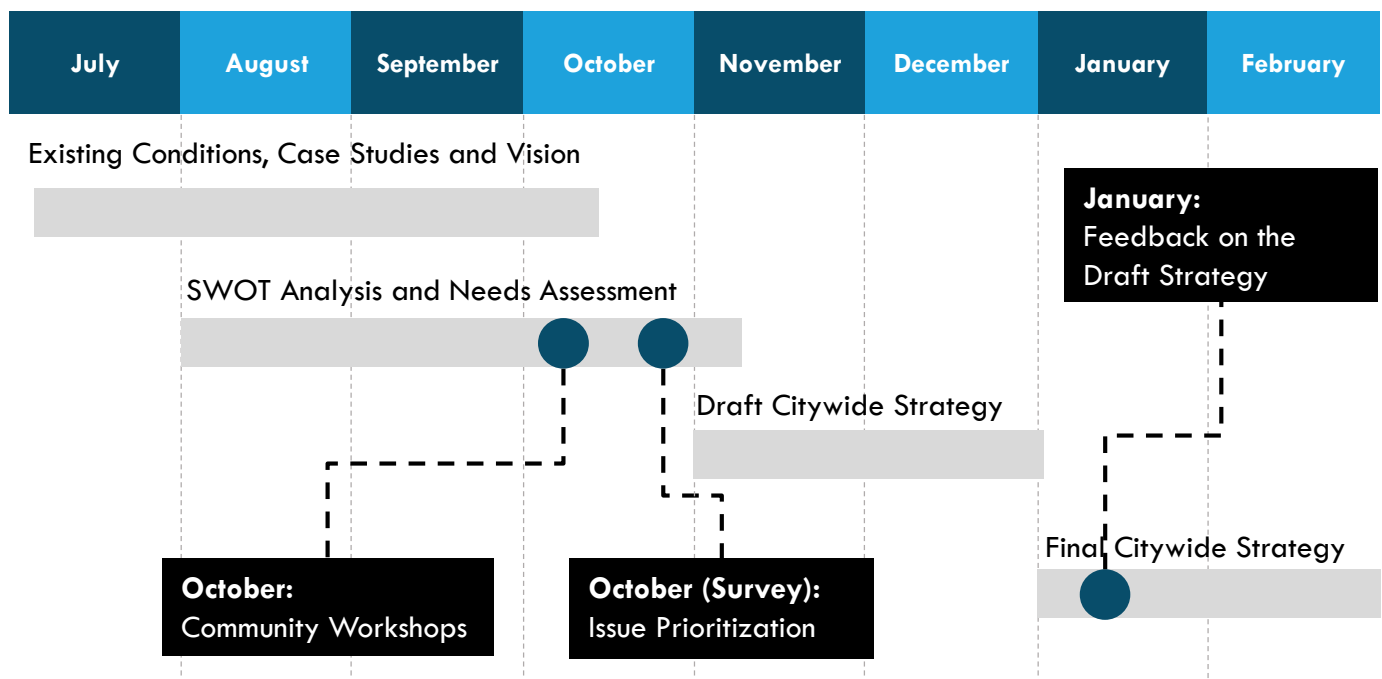
The City of Los Angeles Economic and Workforce Development Department (EWDD) has recently been tasked by the Mayor and City Council with developing the City's first **Citywide Economic Development Strategy**. This Strategy will guide and support economic development throughout the City of Los Angeles.

### Project Timeline

The consultant team, led by HR&A Advisors, Inc., began work in July 2017 and anticipates the completion of a Draft Strategy by the end of December. The finalized strategy is anticipated to be delivered to the Mayor and City Council by the end of February 2018.

The team is currently collecting and analyzing data on City and subarea demographic and economic characteristics. The team is using this data to identify strengths, weaknesses, opportunities, and threats (SWOT), with participation from the community through stakeholder listening sessions and an online survey.

Concurrently, the team is coordinating with City departments to understand the City's existing approach to economic development and to develop a framework for implementation. In November, the team will begin developing a draft strategy that will be presented for community review and feedback in early 2018.





# City of Los Angeles

## CITYWIDE ECONOMIC DEVELOPMENT STRATEGY

### Economic Development

This Strategy will address economic development: actions and policies that encourage the growth of the citywide and local economies. Economic development strategies often focus on strengthening a city's major industries, encouraging equitable growth for historically-disadvantaged residents, quality job creation, targeting specific neighborhoods for investment, and increasing tax revenues to fund city services.

### Project Goals

The Strategy aims to develop a vision for economic development in the City of Los Angeles, which can be achieved through an actionable set of initiatives including, but not limited to:

- Specific actions and programs that the City can take to help **drive the local economy** forward;
- Initiatives that support **expanded economic opportunity** for the City's residents;
- Key **City investments** required to accomplish these and other objectives; and
- **Partnerships and collaboration** to achieve desired outcomes.

### Strategy Outcomes

The final Strategy will include strategies, actions, and a five-year implementation plan. The Strategy will also include evaluation metrics to allow for regular re-calibration. Sub-strategies will address the needs of five key areas of Los Angeles, including Boyle Heights; Pico Union and Westlake; the eastern San Fernando Valley; Harbor Gateway, Wilmington and San Pedro; and South Los Angeles.



**Unifying Vision**



**Strategies that Address Goals**



**Implementation Plan**



**Evaluation Metrics**



**Focus on Five Key City Sub-Areas**



**Documentation**



# City of Los Angeles

## CITYWIDE ECONOMIC DEVELOPMENT STRATEGY





### City of L.A.: Strengths, Weaknesses, Opportunities and Threats (SWOT)

The consultant team has observed the following preliminary strengths, weaknesses, opportunities, and threats related to the City's residents and economy. We look forward to your feedback!



#### Strengths

-  Key U.S. **gateway** to Pacific Rim markets
-  World's largest **entertainment** cluster, with emerging media-tech cluster
-  **Busiest cargo port** in North America
-  Diverse population and workforce and return to **pre-recession employment levels**
-  Concentration of **highly-skilled industries**
-  **Attractive weather** and **quality of life**
-  Home to major **research universities and hospitals**





#### Weaknesses

-  **Educational attainment lags** behind County and State levels
-  **Linguistic and other barriers** to immigrant integration
-  **Under-supply of housing** in general and a severe shortage of **affordable housing**
-  **Increasing income inequality** despite progressive wage standards

#### Opportunities

-  Investment associated with the **2028 Olympics**
-  Mobility enhancements from **transportation investments** and increased access to jobs
-  **Projected employment growth** in several high-paying industries
-  **Repurposing obsolete land uses** to accommodate 21<sup>st</sup> century industries
-  **Evolving technologies**

#### Threats

-  **Changes in federal policy** that may impact funding for various City programs
-  **Rising cost of living** and cost of commercial real estate
-  **Global economic changes** and **natural disasters** outside of the City's control
-  **Automation of manufacturing-** and service-related tasks; need for higher-skilled workers



Key Facts (2015)	Los Angeles	L.A. County
<b>Population</b>	3,972,000	10,170,300
<b>Employment</b>	1,868,000	4,635,500
<b>Unemployment Rate</b>	5.7%	5.4%
<b>Median Household Income</b>	\$50,250	\$56,250
<b>Poverty Rate</b>	19.3%	15.9%



# Citywide Economic Development Strategy

## FACT SHEET

### Project Overview

The City of Los Angeles Economic & Workforce Development Department has recently been tasked by the Mayor and City Council with developing a Citywide Economic Development Strategy and five-year Implementation Plan. This Strategy will serve as a guiding document to drive economic development in the City of Los Angeles. The Strategy will likely address a range of goals and objectives including: robust, **inclusive economic growth** for the City's residents; enhanced **economic competitiveness** for businesses and industry sectors; broadly-shared **prosperity and wealth**; and **access to opportunity** for low-income Angelenos and disadvantaged people. The Strategy is being prepared by HR&A Advisors, Inc., under a contract with the City.

The Strategy's objectives will be informed by workshops with representatives of economic stakeholder groups. These workshops are intended to identify constraints to equitable economic growth and key economic opportunities for Angelenos; they also will inform a Citywide "vision" for economic development. The resulting Strategy will identify initiatives that align with this collectively-developed vision, including: partnerships/ collaboration; programs to support economic development; and key investments, among other potential efforts. It will also include measurable outcomes and a monitoring and feedback system.

### Project Schedule



### Opportunities for Stakeholder Engagement

- **Stakeholder Workshops:** A series of stakeholder workshops will be held in September and October to engage stakeholders and organizations to identify economic needs of the City's diverse communities. These include organizations that represent business and industry associations; community-based organizations; underrepresented community groups; employment and workforce entities; and neighborhood councils.
- **Online Survey:** In addition, an online survey will be distributed to obtain feedback from economic development stakeholders throughout the City of Los Angeles. The survey will be promoted via social media and other communication methods to reach as many stakeholders as possible.
- **Final Stakeholder Workshops:** A series final stakeholder workshops will be held in January to present the proposed strategy obtain stakeholder feedback to help refine and finalize the strategy.



# Citywide Economic Development Strategy

## Project Overview

The City of Los Angeles Economic and Workforce Development Department (EWDD) has recently been tasked by the Mayor and City Council with developing a Citywide Economic Development Strategy and five-year Implementation Plan. This Strategy will serve as a guiding document to guide and support economic development in the City of Los Angeles. The Strategy will likely address a range of initiatives including, but not limited to:

- Specific actions and programs that the City can take to help **drive the local economy** forward;
- Initiatives that support **expanded economic opportunity** for the City's residents;
- Key **City investments** required to accomplish these and other objectives; and
- **Partnerships and collaboration** to achieve desired outcomes.

## Stakeholder Survey

EWDD would like to hear from individuals and organizations across the City regarding economic development challenges, opportunities and priorities. Please take our survey [here](#) before November 30, 2017. The Strategy's objectives will be informed by your input.

## Project Schedule





# SUCCESSFUL LOANS

A start-up craft brewery obtained a \$442,845 equipment loan to purchase all necessary brewing equipment for their location in San Pedro. Brewery will create 13 jobs.



ACE Building Materials, a Hardware and Building Supplies Wholesaler/Retailer located in Van Nuys obtained a \$350K loan to purchase Machinery, Equipment and Inventory and also make Leasehold Improvements. ACE will create 10 jobs.



CITY OF LOS ANGELES

## SMALL BUSINESS LOAN PROGRAM



CITY OF LOS ANGELES  
ECONOMIC & WORKFORCE DEVELOPMENT DEPARTMENT

1200 W. 7TH ST. 6TH FL.  
LOS ANGELES, CA 90017

[www.ewddlacity.com](http://www.ewddlacity.com)



<http://bit.ly/1QTyPCc>



ALEX LAKSHTANOV  
INDUSTRIAL & COMMERCIAL FINANCE OFFICER  
213-744-9368  
[Alex.Lakshtanov@lacity.org](mailto:Alex.Lakshtanov@lacity.org)





# PROGRAM OVERVIEW

The Economic and Workforce Development Department's (EWDD) Small Business Loan Program is designed to provide financing to viable small businesses that private lenders or other lenders cannot accommodate. Our program is flexible and could help you to obtain financing if your business has been declined for a business loan for any of the following reasons below:

- A start-up or a new business that has been operating for less than 3 years
- Credit issues
- Collateral issues



# PROGRAM ELIGIBILITY

- APPLICANTS
- Primary business operation located within the City of Los Angeles
  - Business with annual revenues of \$10 million or less
  - Business with 500 or less employees

## ACTIVITIES

Reasonable and eligible business operation costs, including, but not limited to:

- Working Capital
- Equipment
- Leasehold Improvement
- Inventory

# LOAN STRUCTURE AND TERMS

- Loan Limits : \$50,000-\$500,000
- Term: 3-10 years
- Minimum Owner Equity: 10%
- Interest: 2.5% + 10YR US Treasury Note Rate
- Collateral and/or guaranty required

# PROGRAM REQUIREMENTS

- \$250 Non-refundable Application Fee
- 2.6% Loan Fee (financed through the loan)
- Job creation - one permanent full-time equivalent job for every \$35,000 financing assistance received. Out of the total job creation, 51% of jobs created must be held or made available to low or moderate income people
- Prevailing wage required if any of the City funds are used for construction or tenant improvement labor costs





Rita Moreno <rita.moreno@lacity.org>

---

## Sakes Tax

3 messages

---

**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Tue, Nov 21, 2017 at 11:25 AM

Hello Rita:

This may be a question late in asking, but are BIDS exempt from paying Sales Taxes?

John Walker  
Executive Director  
Studio City Business District  
[4024 Radford Ave](#), Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



---

**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>

Tue, Nov 21, 2017 at 12:42 PM

I think a 501(c)(3) is exempt from paying taxes, including sales tax, which you would get back when filing your tax returns. Your accountant probably knows best.

[Quoted text hidden]

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 3rd Floor #395  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130



---

**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Mon, Nov 27, 2017 at 10:05 AM

Good Morning -

Yes, we do have to pay Sales Tax which is then reduced when we do our taxes.

Thank you.

John Walker  
Executive Director  
Studio City Business District  
[4024 Radford Ave](#), Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



On Nov 21, 2017, at 12:42 PM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:

I think a 501(c)(3) is exempt from paying taxes, including sales tax, which you would get back when filing your tax returns. Your accountant probably knows best.

On Tue, Nov 21, 2017 at 11:25 AM, John Walker <[john@thescbd.com](mailto:john@thescbd.com)> wrote:

Hello Rita:

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<[Facebook Icon.png](#)> <[instagram.png](#)> <[Twitter Icon.png](#)>

--

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Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130





Rita Moreno <rita.moreno@lacity.org>

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## Information

2 messages

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**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Wed, Nov 29, 2017 at 9:55 AM

Good Morning Rita:

I have been asked by a Stakeholder, not a member or property owner in our district to provide a list of our Board, which is public and published - all of the Businesses within our District - APN's - site addresses and the Assessment fees for each.

Is any of this private information - do we need to comply? I have no idea why he is requesting this information.

Regards,

John Walker  
Executive Director  
Studio City Business District  
[4024 Radford Ave](#), Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



---

**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>

Wed, Nov 29, 2017 at 5:21 PM

Hi John,

Do you maintain the information requested? If so, you likely need to provide it. I believe personal information such as phone numbers, email addresses and mailing addresses (not site address) may be private and non-disclosable. But they are not asking for that. Provide only what is specifically being requested.

If the information can be easily compiled, then you should go ahead. If you have to perform some type of programming to provide the information as requested, you are able to determine the amount of time it will take, the rate of pay of the person who will compile the data, and provide the cost to the requester. They can then choose whether to pay the amount to receive the information.

We can talk more tomorrow. Leaving for the day.

Rita

[Quoted text hidden]

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 3rd Floor #395

Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130





Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>

---

## Studio City 2017 General Benefit Payment

---

**John Walker** <[john@thescbd.com](mailto:john@thescbd.com)>  
To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>  
Cc: Damian Gatto <[damian@thescbd.com](mailto:damian@thescbd.com)>

Mon, Dec 4, 2017 at 1:13 PM

It's already been approved and uploaded into the portal.....but here it is as an attachment.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

On Dec 4, 2017, at 1:09 PM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:

Hi John,

I received the hard copy invoice and will be submitting for processing. However, we need your 2018 Annual Planning Report in order to approve payment. Let me know if you are still having problems with the budget for submission, or whether you are simply awaiting board approval. If it's the latter, let me know the approximate date of submission so that I can give you an extension.

Thanks.

Rita

On Tue, Nov 28, 2017 at 3:44 PM, John Walker <[john@thescbd.com](mailto:john@thescbd.com)> wrote:  
Rita - thank you and received.

I will submit our request.

John Walker  
Executive Director  
Studio City Business District



4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

<LogoProposalMarch Signature.jpg>  
<Facebook Icon.png> <instagram.png> <Twitter Icon.png>

On Nov 28, 2017, at 3:29 PM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:

FYI: Danielle Condit is no longer with the Studio City BID. The new contact is Damian Gatto ([Damian@thescbd.com](mailto:Damian@thescbd.com)). John Walker is still the primary contact.

----- Forwarded message -----

From: **Thomas Nelson** <[thomas.nelson@lacity.org](mailto:thomas.nelson@lacity.org)>  
Date: Mon, Nov 27, 2017 at 12:34 PM  
Subject: Studio City 2017 General Benefit Payment  
To: Adriana Velazquez <[adriana.velazquez@lacity.org](mailto:adriana.velazquez@lacity.org)>, Danielle Condit <[Danielle@thescbd.com](mailto:Danielle@thescbd.com)>, Maximo Fortu <[maximo.fortu@lacity.org](mailto:maximo.fortu@lacity.org)>, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>

Please see the attach transmittal, in regards to the 2017 General Benefit Payment for Granada Hills, which according to our records is still available. Please send us an invoice attention to Rita Moreno so that we can process it to you.

Thank you

--  
Tom Nelson  
Accounting Clerk  
City Clerk NBIDS section  
Los Angeles

--  
Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
[200 N. Spring Street, 3rd Floor #395](#)  
[Los Angeles, CA 90012](#)  
[Office \(213\) 978-1122](#)  
[Fax \(213\) 978-1130](#)



<42M\_Studio\_City\_General\_Benefit.pdf>



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Neighborhood and Business Improvement District Division  
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Los Angeles, CA 90012  
Office (213) 978-1122  
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#### 5 attachments



LogoProposalMarch Signature.jpg  
17K



Facebook Icon.png  
1K



instagram.png  
6K



Twitter Icon.png  
1K



2018 Annual Planning Report.pdf  
217K

# STUDIO CITY

## BUSINESS DISTRICT



## 2018 Annual Planning Report

Prepared by  
John Walker  
Executive Director

Studio City  
Business Improvement District

2018 Annual Planning Report

### **District Name**

This report is for the Studio City Business Improvement District (District). The District is operated by Studio City Improvement Association, Inc., a private non-profit organization.

### **Fiscal Year of Report**

The report applies to the 2018 Fiscal Year. The District Board of Directors approved the 2018 Annual Planning Report at the November 6, 2017 Board of Director's meeting.

### **Boundaries**

There are no changes to the District boundaries for 2018.

### **Benefit Zones**

There are no changes to the District's benefit zone(s) for 2018.

## **2018 IMPROVEMENTS, ACTIVITIES AND SERVICES**

### **Landscaping, Sanitation and Beautification: \$289,384.05 (42.00%)**

Zone 1 will receive Sanitation personnel, trash disposal, sidewalk cleaning, graffiti removal, tree trimming and landscaping services. Zone 2 will receive Sanitation personnel, trash disposal, sidewalk cleaning, graffiti removal and tree trimming services.

### **Marketing: \$82,681.16 (12.00%)**

Zone 1 and 2 will receive website presence, other marketing promotions and the newsletter. Only Zone 1 will receive holiday decorations. A marketing program will be implemented to promote the image of Studio City, attract and increase pedestrian and vehicular traffic, and promote the use of the Studio City Public Parking Structure and may include advertising, website, decorations, parking incentives, periodic shuttle services, or other promotions.

### **Streetscape, Capital, Parking and Safety Improvements: \$158,472.22 (23.00%)**

Projects such as streetscape projects (i.e., purchase of trash receptacles or benches), one-time long lasting capital improvement projects (i.e., median construction or alley repaving), parking programs (i.e., parking promotions or periodic shuttle services) or safety improvements or enhancements (i.e., crosswalk improvements, safety personnel, speed feedback signs). Zone 1 will receive capital improvements, streetscape, address parking or safety issues, possible periodic shuttle services and safety enhancements. Zone 2 services will

include streetscape projects and address parking or safety issues.

**Administration: \$124,021.72 (18.00%)**

Implementing the programs outlined in the Management District Plan for the special benefit of the individual assessed parcels. This effort may also include pursuing opportunities such as applying for grants.

**Uncollected Assessments/Contingency: \$34,450.48 (5.00%)**

Funds in the Uncollected Assessment Reserve/ Contingency category may be used for City/County collection fees, uncollected assessments, consulting fees, Business Improvement District (BID) renewal fees and additional projects the Owner's Association deems appropriate. This category will ensure that there are sufficient funds to provide PBID services.

**Total Estimate of Cost for 2018**

A breakdown of the total estimated 2018 budget is attached to this report as **Appendix A.**

**Method and Basis of Levying the Assessment**

Individual assessable parcels shall be assessed by linear feet of parcel street frontage and square feet of parcel lot size, according to each parcel's proportionate special benefit derived from the services provided to that parcel in that benefit zone. The 2018 assessment rates are as follows:

**Zone 1**

Parcel Lot sq. ft. = \$0.035

Ventura Blvd. Parcel Frontage ln. ft. = \$19.25

All Other Parcel Frontage ln. ft. = \$5.77

**Zone 2**

Parcel Lot sq. ft. = \$0.018

Parcel Frontage ln. ft. = \$1.92

**(There is No CPI increase for 2018)**

**Surplus Revenues: \$203,659.02**

We had allocated \$65,000 for our Shuttle program - we were fortunate to have the CD2 Council office and MTA offer free buses and the council office pick up charges - the difference is being directed towards our Lighted "Gateway to Studio City" which will create ambient lighting up and down our entire corridor.

**Anticipated Deficit Revenues**

There are no deficit revenues that will be carried over to 2018.

**Contribution from Sources other than assessments: \$0.00**

**APPENDIX A- TOTAL ESTIMATED REVENUES/EXPENDITURES FOR THE Studio City BID- FY 2018**

	<b>Zone 1</b>	<b>Zone 2</b>	<b>Total</b>	
<b>2018 Assessments</b>	\$422,654.98	\$27,744.62	<b>\$450,399.60</b>	
<b>Estimated Carryover from 2017</b>	\$191,113.62	\$12,545.40	<b>\$203,659.02</b>	
<b>Other Income</b>	\$32,798.03	\$2,152.98	<b>\$34,951.01</b>	
<b>Total Estimated Revenues</b>	<b>\$646,566.63</b>	<b>\$42,443.00</b>	<b>\$689,009.63</b>	
<b>2018 Estimated Expenditures</b>				<b>Pct.</b>
<b>Landscaping, Sanitation and Beautification</b>	\$271,557.99	\$17,826.06	<b>\$289,384.05</b>	<b>42.00%</b>
<b>Marketing</b>	\$77,588.00	\$5,093.16	<b>\$82,681.16</b>	<b>12.00%</b>
<b>Streetscape, Capital, Parking and Safety Improvements</b>	\$148,710.33	\$9,761.89	<b>\$158,472.22</b>	<b>23.00%</b>
<b>Administration</b>	\$116,381.98	\$7,639.74	<b>\$124,021.72</b>	<b>18.00%</b>
<b>Uncollected Assessments/Contingency</b>	\$32,328.33	\$2,122.15	<b>\$34,450.48</b>	<b>5.00%</b>
<b>Total Estimated Expenditures</b>	<b>\$646,566.63</b>	<b>\$42,443.00</b>	<b>\$689,009.63</b>	<b>100%</b>

\*\* Non-regular budget item, not calculated as part of budget percentage.



Rita Moreno <rita.moreno@lacity.org>

---

## Studio City 2017 General Benefit Payment

---

John Walker <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Mon, Dec 4, 2017 at 1:19 PM

Hi Rita -

I just logged into the portal again and it tells me that it has been submitted but on the home page it reads: "APR Request Sent" - what does that mean?

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



On Dec 4, 2017, at 1:09 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Hi John,

I received the hard copy invoice and will be submitting for processing. However, we need your 2018 Annual Planning Report in order to approve payment. Let me know if you are still having problems with the budget for submission, or whether you are simply awaiting board approval. If it's the latter, let me know the approximate date of submission so that I can give you an extension.

Thanks.

Rita

On Tue, Nov 28, 2017 at 3:44 PM, John Walker <john@thescbd.com> wrote:  
Rita - thank you and received.

I will submit our request.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

<LogoProposalMarch Signature.jpg>  
<Facebook Icon.png> <instagram.png> <Twitter Icon.png>



| [Quoted text hidden]  
[Quoted text hidden]

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## Studio City Annual Planning Report — Request for Corrections

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Rita Moreno <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>

Wed, Dec 6, 2017 at 2:46 PM

Yes, got it...thanks!

On Wed, Dec 6, 2017 at 2:43 PM, John Walker <john@thescbd.com> wrote:  
Corrected and resubmitted.

Thank you.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



On Dec 6, 2017, at 2:08 PM, Clerk NBIDS <Clerk.NBIDS@lacity.org> wrote:



---

## Studio City Annual Planning Report

Corrections is needed for your Annual Planning Report. Please review the BID's analyst comment below and re-submit with corrections.

Analyst Comment: Please correct the amount listed for "Contribution from Sources other than assessments" so that it reads: \$34,951.01  
Also, please change "Benfit" to "Benefit" and add a period (.) after the sentence, "General Benefit contribution from City"

## Go To BIDs Portal

---

For questions or comments, please contact the B.I.D. analyst, Rita Moreno: [Rita.Moreno@lacity.org](mailto:Rita.Moreno@lacity.org)

Thank you,

Office of the City Clerk  
Business Improvement Districts (BIDs)  
City of Los Angeles

--

Rita Moreno  
City of Los Angeles  
**Office of the City Clerk**  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 3rd Floor #395  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130



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## Resources for Businesses

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**Rita Moreno** <rita.moreno@lacity.org>

Mon, Dec 18, 2017 at 11:40 AM

To: Mary Patterson <mpaterson@canogaparkcal.com>, "Danishaker@gmail.com" <danishaker@gmail.com>, Sherri Franklin <sherri@urbandesigncenter.com>, Marian Gorman <admin@chatsworthbid.com>, George Yu <geoyu28@aol.com>, Susan Levi <susanlevi@labids.org>, Misty Iwatsu <mistyli@aol.com>, Blair Besten <blair@historiccore.bid>, Jim Omahen <jim@mediadistrict.org>, Thomas Kneafsey <tom@metropolitanholding.com>, Heather Duffy Boylston <heather@larchmontvillagebid.com>, Rebecca Hutchinson <rebecca@larchmontvillagebid.com>, Kimberly Ramsey <kramsey@communitybuild.org>, Ellen Endo <ellenendo@yahoo.com>, board@visitlittletokyo.com, Rafik Ghazarian <rafik@roadrunner.com>, Donald Duckworth <duckworth.donald@gmail.com>, "John T. Walker" <john@thescbd.com>, "kadedo@earthlink.net" <kadedo@earthlink.net>, Mark Sokol <mark@venicebeachbid.com>, Tara Devine <tara@venicebeachbid.com>

Here's the attachment...

On Mon, Dec 18, 2017 at 11:21 AM, Rita Moreno <rita.moreno@lacity.org> wrote:

Hello Everyone:

Attached below is a flyer with the city's business assistance centers for distribution to your BID business members.

Have a great week!

Rita

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 3rd Floor #395  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130



--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 3rd Floor #395  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130



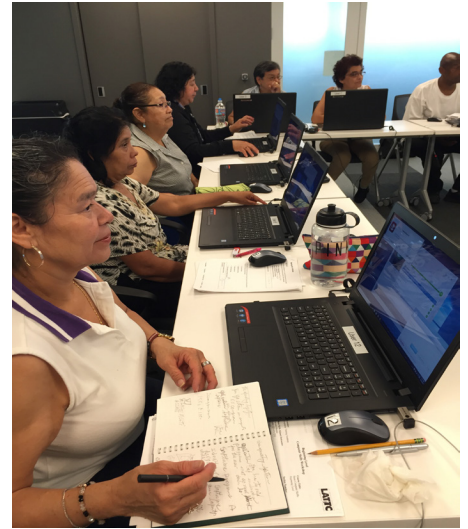
**BusinessSourceFlier\_final.pdf**  
1045K



# City of Los Angeles



## Economic and Workforce Development Department



**In support of economic development and job creation, the Los Angeles Economic and Workforce Development Department (EWDD) offers small and large business owners access to direct and indirect financing, loan assistance and a slate of informational workshops at nine BusinessSource Centers located citywide. Come visit us today.**

### **North Valley Region**

13420 Van Nuys Blvd. Suite 121  
Pacoima, CA 91331  
(818) 834-0577

### **South Valley Region**

8248 Van Nuys Blvd.  
Panorama City, CA 91402  
(818) 894-8800

### **West Valley Region**

18645 Sherman Way, Suite 114  
Reseda, CA 91335  
(818) 705-9977

### **South Los Angeles Region**

6109 S. Western Ave.  
Los Angeles, CA 90047  
(323) 789-4515

### **Harbor Region**

455 West 6th St.  
San Pedro, CA 90731  
(310) 221-0644

### **East Los Angeles Region**

3530 East 3rd Place  
Los Angeles, CA 90063  
(323) 264-9020

### **Central/ West Region**

1055 Wilshire Blvd. Suite 900-B  
Los Angeles, CA 90017  
(213) 353-9400

### **Hollywood Region**

4311 Melrose Ave.  
Los Angeles, CA 90029  
(323) 454-6115

### **Mid City Region**

2900 Crenshaw Blvd.  
Los Angeles, CA 90016  
(323) 293-6284

[ewddlacity.com](http://ewddlacity.com)

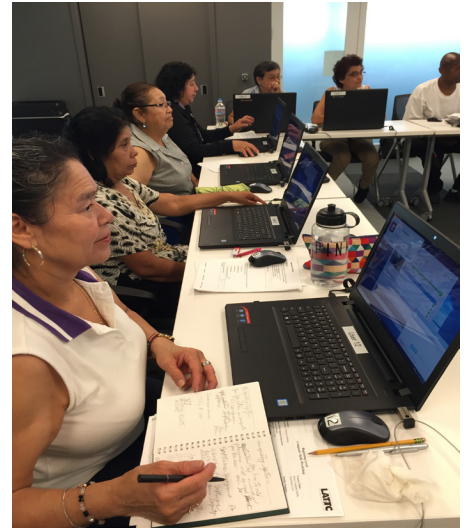




# City of Los Angeles



## Economic and Workforce Development Department



**In support of economic development and job creation, the Los Angeles Economic and Workforce Development Department (EWDD) offers small and large business owners access to direct and indirect financing, loan assistance and a slate of informational workshops at nine BusinessSource Centers located citywide. Come visit us today.**

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(323) 454-6115

### **Mid City Region**

2900 Crenshaw Blvd.  
Los Angeles, CA 90016  
(323) 293-6284

[ewddlacity.com](http://ewddlacity.com)



Rita Moreno <rita.moreno@lacity.org>

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## Available for Reimbursement

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**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>  
Cc: Miranda Paster <miranda.paster@lacity.org>

Wed, Dec 27, 2017 at 1:20 PM

Hi John,

We'll keep an eye out for it.

Rita

On Wed, Dec 27, 2017 at 11:20 AM, John Walker <john@thescbd.com> wrote:  
Hello - a hard copy has been mailed out with (wet) signature.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: [818.655.5377](tel:818.655.5377)  
Fax: [818.655.8327](tel:818.655.8327)  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

--  
Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 3rd Floor #395  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130









Studio City Improvement Association

December 27, 2017

Ms. Miranda Paster  
Division Manager  
Neighborhood and BID Division  
Office of the City Clerk  
200 North Spring Street – Room 224  
Los Angeles, Ca 90012

RE: Invoice #101 – Agency Account Number 18961

As outlined in the agreement between the City of Los Angeles and the Studio City Improvement Association, we are requesting payment of funds/interest in the amount of \$117.30.

County Remittance 11/22/17	\$117.30
----------------------------	----------

Available for Reimbursement	<hr/> \$117.30
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Please remit payment to:     Studio City Improvement Association  
   4024 Radford Ave – Edit 2 – Room 8  
   Studio City, Ca 91604

I certify that payment requested will be expended in accordance with the provision of the contract agreement #C-124141, and as outlined in the District Management Plan. I certify that I represent the 501c(6) and I am authorized to make this request on behalf of the organization.

Respectfully Submitted  
**John Walker**  
John Walker  
Executive Director  
Cc: Rita Morena





Rita Moreno <rita.moreno@lacity.org>

---

## 2018 New Beginnings

---

Rita Moreno <rita.moreno@lacity.org>

Mon, Jan 29, 2018 at 4:36 PM

To: Mary Patterson <mpaterson@canogaparkcal.com>, "Danishaker@gmail.com" <danishaker@gmail.com>, Sherri Franklin <sherri@urbandesigncenter.com>, George Yu <geoyu28@aol.com>, Susan Levi <susanlevi@labids.org>, Misty Iwatsu <mistyli@aol.com>, Blair Besten <blair@historiccore.bid>, Thomas Kneafsey <tom@metropolitanholding.com>, Heather Duffy Boylston <heather@larchmontvillagebid.com>, Rebecca Hutchinson <rebecca@larchmontvillagebid.com>, Kimberly Ramsey <kramsey@communitybuild.org>, Donald Duckworth <duckworth.donald@gmail.com>, "John T. Walker" <john@thescbd.com>, "kadedo@earthlink.net" <kadedo@earthlink.net>, Mark Sokol <mark@venicebeachbid.com>, Tara Devine <tara@venicebeachbid.com>

Hello Everyone:

Hope 2018 has started off with much promise. I am writing to provide you with a few "house keeping" items.

As you know, our Division has moved to the 3rd floor of City Hall. And, both Miranda and Rosemary are out of medical leave. Consequently, we need to ensure that mail is delivered to the right office.

All your **correspondence, including invoices**, should be sent to the attention of:

Holly L. Wolcott  
Office of the City Clerk  
200 N. Main Street, Room 395  
Los Angeles, CA 90012

Some of you may have noticed that invoice payment has been a bit delayed. We have had a few problems on our end, but you can assist us by making sure your invoices are accurate. Please be sure to include the following on your **invoices**:

Invoice #  
Contract #  
Agency #  
Original wet signature  
Transmittal attached

Double-check the amount of your invoice with that on the transmittal and that the BID name is consistent with that approved by City Council. If you lack any of this information, let me know and I will provide it to you.

As we near the end of the month, please note that the **4th Quarterly Report and Newsletter** for 2017 are due on Wednesday, January 31, 2018. We do not need a hard copy so please email them to me as soon as possible.

For those of you interested in submitting your invoices online, the attached Powerpoint presentation discusses the Controller's new **Vendor Self-Service (VSS) online invoicing** procedure through the city's Financial Management System (FMS). This presentation was provided to the BID Consortium last year at the meeting hosted by the Greater Chinatown BID.

There are step-by-step instructions on getting started, going online to track your funding and submitting paperless invoices for your BID.

Finally, please let me know when you will be holding your Annual Stakeholder Meeting as I would like to attend.

Thank you and I look forward to continuing to work with you in 2018.

Rita

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk

Neighborhood and Business Improvement District Division  
200 N. Spring Street, 3rd Floor #395  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1079



**Presentation on Vendor Self Service VSS on FMS.pptx**  
4248K



Rita Moreno <rita.moreno@lacity.org>

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## Studio City Funds Available for January 2018

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Rita Moreno <rita.moreno@lacity.org>

Fri, Jan 19, 2018 at 6:22 PM

To: JOHN WALKER <john@thescbd.com>

Cc: Thomas Nelson <thomas.nelson@lacity.org>, Adriana Velazquez <adriana.velazquez@lacity.org>, Damian Gatto <Damian@thescbd.com>, Maximo Fortu <maximo.fortu@lacity.org>

Thanks, John. And in case my message is not clear, the correct contract number is C-125141.

On Fri, Jan 19, 2018 at 6:13 PM, JOHN WALKER <john@thescbd.com> wrote:

I'm so sorry - I sent you the previous submission. I will correct it first thing Monday morning. What is being mailed out is the correct Submission.

Sorry for the inconvenience and thank you.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite A  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
john@thescbd.com  
www.thescbd.com



On Jan 19, 2018, at 5:56 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Hi John,

The invoice was not attached to your email and the invoice language below is incorrect. It reads: "...we are requesting funds/interest in the amount of \$117.30." And the contract number is incorrect: C-124141 instead of C-125141.

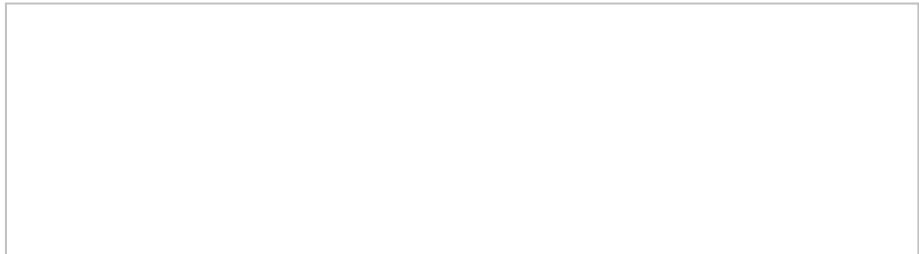
Please make the corrections to your original invoice and provide an original wet signature before submitting.

Thanks and have a great weekend!

Rita

On Fri, Jan 19, 2018 at 4:43 PM, John Walker <john@thescbd.com> wrote:

Attached is our Invoice along with your original transmission, which will also be regularly mailed.



Studio City Improvement Association

-

January 20, 2018

Ms. Miranda Paster  
Division Manager  
Neighborhood and BID Division  
Office of the City Clerk  
200 North Spring Street – Room 224  
Los Angeles, Ca 90012

RE: Invoice #102 – Agency Account Number 18961

As outlined in the agreement between the City of Los Angeles and the Studio City Improvement Association, we are requesting payment of funds/interest in the amount of \$117.30.

County Remittance 11/22/17	\$179,136.86
Less Recovery Cost for 2018	-13,511.99
	<hr/>
Available for Reimbursement	\$165,624.87

Please remit payment to:     Studio City Improvement Association  
   4024 Radford Ave – Edit 2 – Room 8  
   Studio City, Ca 91604

I certify that payment requested will be expended in accordance with the provision of the contract agreement #C-124141, and as outlined in the District Management Plan. I certify that I represent the 501c(6) and I am authorized to make this request on behalf of the organization.

Respectfully Submitted

**John Walker**

John Walker

Executive Director

Cc: Rita Morena

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



On Jan 19, 2018, at 2:57 PM, Thomas Nelson <[thomas.nelson@lacity.org](mailto:thomas.nelson@lacity.org)> wrote:

Good afternoon,

Please see attached transmission sheet for available reimbursement.  
Please attach this transmission sheet to the invoice you mail to us. Have a great day.

Thank you,  
Thomas Nelson

--

Tom Nelson  
Accounting Clerk  
City Clerk NBIDS section  
Los Angeles

<42M\_Studio\_City.pdf>

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
[200 N. Spring Street, 3rd Floor #395](#)  
[Los Angeles, CA 90012](#)  
[Office \(213\) 978-1122](#)  
[Fax \(213\) 978-1079](#)

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 3rd Floor #395  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1079





HOLLY L. WOLCOTT  
CITY CLERK

SHANNON D. HOPPE  
EXECUTIVE OFFICER

City of Los Angeles  
CALIFORNIA



ERIC GARCETTI  
MAYOR

OFFICE OF THE  
CITY CLERK

Neighborhood and Business  
Improvement District Division  
200 N. Spring Street, Room 224  
Los Angeles, CA 90012  
(213) 978-1099  
FAX: (213) 978-1130

MIRANDA PASTER  
DIVISION MANAGER

[clerk.lacity.org](http://clerk.lacity.org)

---

***FACSIMILE TRANSMISSION COVER SHEET***

---

**DATE:** 1/20/2018

**TO:** John Walker, Executive Director

**FAX NO.** (818) 655-8327

**FROM:** Thomas Nelson, Accounts Payable

**SUBJECT:** BUSINESS IMPROVEMENT DISTRICT FUNDING

2 Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

---

**District Name:** STUDIO CITY

**Account No.:** 18961

County Remittance 12/22/17

179,136.86

Less Recovery Cost for 2018

-13,511.99

Available for Reimbursement

\$165,624.87

---

**PRIVACY NOTICE**

This message is intended for the use of the individual or entity to which it is addressed and may contain material that is privileged, confidential or exempt from disclosure under Federal or state law. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is prohibited.

---

**COUNTY OF LOS ANGELES - AUDITOR/CONTROLLER, TAX DIVISION  
CITY REMITTANCE ADVISE SUMMARY  
F/Y 2017-2018**

**DATE OF REMITTANCE: December 20, 2017**

ACCT.#	DESCRIPTION	TYPE	2017-2018 PROPERTY TAX REVENUE	2017-2018 SECURED 40% ADVANCE	2017-2018 DIRECT ASSMT BILLING (TAX)
189.61	STUDIO CITY BID	1% D/S AIR TL	- 179,136.86 - 179,136.86	- 179,241.61 - 179,241.61	- (104.75) - (104.75)



Rita Moreno <rita.moreno@lacity.org>

---

## Studio City Funds Available for January 2018

---

**JOHN WALKER** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>  
Cc: Damian Gatto <damiangatto@thescbd.com>

Tue, Jan 30, 2018 at 9:08 AM

Good Morning Rita -

Everything has been uploaded to our portal.

Our NewsLetter and Quarterly Report have been completed.

Thank you very much for your direction.

Regards,

John Walker

On Jan 29, 2018, at 2:52 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

John, the General Liability and Directors and Officers expire on 2/15/18, but the Workers Comp expires today (1/29/18). Unless they didn't upload the right certificate last time. I've attached what's in the city's system.

On Mon, Jan 29, 2018 at 2:42 PM, JOHN WALKER <john@thescbd.com> wrote:

Hi Rita -

The Agent has all the documents and will upload by the end of this week.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite A  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
john@thescbd.com  
www.thescbd.com

<image001.jpg>

<image002.png> <image003.png> <image004.png>

On Jan 29, 2018, at 1:17 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Hi John,

I'm submitting your invoice for processing, but the insurance coverage for Workers' Comp expires today. Please have your insurance broker upload the current certificate to <http://track4la.lacity.org/>

Thanks.

Rita

On Tue, Jan 23, 2018 at 10:33 AM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:  
I know what you mean. It seems our invoices get held up sometimes because of inconsistencies so we're double-checking everything.

Thanks!

Rita

On Tue, Jan 23, 2018 at 10:27 AM, John Walker <[john@thescbd.com](mailto:john@thescbd.com)> wrote:  
I feel like this is my final attempt to graduate.....

Here is the corrected submission request along with the original documents and thank you very much for spotting these mistakes. I have made the corrections in the Template used going forward.

John Walker  
Executive Director  
Studio City Business District  
[4024 Radford Ave](#), Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: [818.655.5377](tel:818.655.5377)  
Fax: [818.655.8327](tel:818.655.8327)  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

On Jan 23, 2018, at 10:22 AM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:

And, remember, we are no longer in Room 224. We are now in Room 395. This will help speed up my receipt of your hard copy invoice.

On Tue, Jan 23, 2018 at 10:21 AM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:  
Oops...I just saw that the County Remittance date on your invoice is incorrect. It reads 11/22/17 but should read 12/22/17. And you are requesting payment in the amount of \$165, 624.87. The narrative incorrectly states \$179,136.86.

On Tue, Jan 23, 2018 at 10:16 AM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:

Thanks, John. Be sure the hard copy you send in has your original wet signature.

On Mon, Jan 22, 2018 at 10:11 AM, John Walker  
<[john@thescbd.com](mailto:john@thescbd.com)> wrote:

Good Morning -

Attached is the corrected Submission Request with attached documents.

John Walker  
Executive Director  
Studio City Business District  
[4024 Radford Ave](#), Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: [818.655.5377](tel:818.655.5377)  
Fax: [818.655.8327](tel:818.655.8327)  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
[200 N. Spring Street, 3rd Floor #395](#)  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1079



--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 3rd Floor #395  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1079



--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 3rd Floor #395  
Los Angeles, CA 90012  
Office (213) 978-1122  
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--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 3rd Floor #395  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1079





--  
Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 3rd Floor #395  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1079



--  
Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 3rd Floor #395  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1079



<Insurance Certificate.pdf>



Studio City Improvement Association

January 20, 2018

Ms. Miranda Paster  
Division Manager  
Neighborhood and BID Division  
Office of the City Clerk  
200 North Spring Street – Room 395  
Los Angeles, Ca 90012

RE: Invoice #102 – Agency Account Number 18961

As outlined in the agreement between the City of Los Angeles and the Studio City Improvement Association, we are requesting payment of funds/interest in the amount of \$165,624.87

County Remittance 12/22/17	\$179,136.86
Less Recovery Cost for 2018	-13,511.99
Available for Reimbursement	<hr/> \$165,624.87

Please remit payment to: Studio City Improvement Association  
4024 Radford Ave – Edit 2 – Room 8  
Studio City, Ca 91604

I certify that payment requested will be expended in accordance with the provision of the contract agreement #C-125141, and as outlined in the District Management Plan. I certify that I represent the 501c(6) and I am authorized to make this request on behalf of the organization.

Respectfully Submitted  
**John Walker**  
John Walker  
Executive Director  
Cc: Rita Morena





Studio City Improvement Association

January 20, 2018

Ms. Miranda Paster  
Division Manager  
Neighborhood and BID Division  
Office of the City Clerk  
200 North Spring Street – Room 224  
Los Angeles, Ca 90012

RE: Invoice #102 – Agency Account Number 18961

As outlined in the agreement between the City of Los Angeles and the Studio City Improvement Association, we are requesting payment of funds/interest in the amount of \$179,136.86

County Remittance 11/22/17	\$179,136.86
Less Recovery Cost for 2018	-13,511.99
Available for Reimbursement	<hr/> \$165,624.87

Please remit payment to: Studio City Improvement Association  
4024 Radford Ave – Edit 2 – Room 8  
Studio City, Ca 91604

I certify that payment requested will be expended in accordance with the provision of the contract agreement #C-125141, and as outlined in the District Management Plan. I certify that I represent the 501c(6) and I am authorized to make this request on behalf of the organization.

Respectfully Submitted

*John Walker*

John Walker  
Executive Director  
Cc: Rita Morena



HOLLY L. WOLCOTT  
CITY CLERK

SHANNON D. HOPPE  
EXECUTIVE OFFICER

City of Los Angeles  
CALIFORNIA



ERIC GARCETTI  
MAYOR

OFFICE OF THE  
CITY CLERK

Neighborhood and Business  
Improvement District Division  
200 N. Spring Street, Room 224  
Los Angeles, CA 90012  
(213) 978-1099  
FAX: (213) 978-1130

MIRANDA PASTER  
DIVISION MANAGER

[clerk.lacity.org](http://clerk.lacity.org)

---

***FACSIMILE TRANSMISSION COVER SHEET***

---

**DATE:** 1/20/2018

**TO:** John Walker, Executive Director

**FAX NO.** (818) 655-8327

**FROM:** Thomas Nelson, Accounts Payable

**SUBJECT:** BUSINESS IMPROVEMENT DISTRICT FUNDING

2 Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

---

**District Name:** STUDIO CITY

**Account No.:** 18961

County Remittance 12/22/17

179,136.86

Less Recovery Cost for 2018

-13,511.99

Available for Reimbursement

\$165,624.87

---

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**COUNTY OF LOS ANGELES - AUDITOR/CONTROLLER, TAX DIVISION**

**CITY REMITTANCE ADVISE SUMMARY**

**F/Y 2017-2018**

**DATE OF REMITTANCE: December 20, 2017**

<b>ACCT.#</b>	<b>DESCRIPTION</b>	<b>TYPE</b>	<b>2017-2018 PROPERTY TAX REVENUE</b>	<b>2017-2018 SECURED 40% ADVANCE</b>	<b>2017-2018 DIRECT ASSMT BILLING (TAX)</b>
<b>189.61</b>	<b>STUDIO CITY BID</b>	<b>1% D/S AIR TL</b>	<b>- 179,136.86 - 179,136.86</b>	<b>- 179,241.61 - 179,241.61</b>	<b>- (104.75) - (104.75)</b>



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

02/02/2017

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> NFP P & C Services Inc DBA: Insurance West Corp 2450 Tapo St SIMI VALLEY CA 93063	<b>CONTACT</b> NAME: Denise Reeder PHONE (A/C, No, Ext): 8055370145 E-MAIL: denise.reeder@nfp.com FAX (A/C, No):														
<b>INSURED</b> Studio City Improvement Association 4024 Radford Avenue CBS Studio Center Editorial Bldg 2 Ste 8 Studio City CA 91604	<table border="1"><thead><tr><th>INSURER(S) AFFORDING COVERAGE</th><th>NAIC #</th></tr></thead><tbody><tr><td>INSURER A: Philadelphia Indemnity Insurance Company</td><td>18058</td></tr><tr><td>INSURER B: Employers Compensation Insurance Company</td><td>11512</td></tr><tr><td>INSURER C:</td><td></td></tr><tr><td>INSURER D:</td><td></td></tr><tr><td>INSURER E:</td><td></td></tr><tr><td>INSURER F:</td><td></td></tr></tbody></table>	INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A: Philadelphia Indemnity Insurance Company	18058	INSURER B: Employers Compensation Insurance Company	11512	INSURER C:		INSURER D:		INSURER E:		INSURER F:	
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INSURER C:															
INSURER D:															
INSURER E:															
INSURER F:															

**COVERAGES****CERTIFICATE NUMBER:****REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC <input type="checkbox"/> OTHER	Y	N	PHPK1590474	02/15/2017	02/15/2018	EACH OCCURRENCE \$1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$100,000 MED EXP (Any one person) \$5,000 PERSONAL & ADV INJURY \$1,000,000 GENERAL AGGREGATE \$2,000,000 PRODUCTS - COMP/OP AGG \$2,000,000 \$
	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO OWNED <input checked="" type="checkbox"/> AUTOS ONLY HIRED <input type="checkbox"/> AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY	N	N	PHPK1590474	02/15/2017	02/15/2018	COMBINED SINGLE LIMIT (Ea accident) \$1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	<b>UMBRELLA LIAB</b> <input type="checkbox"/> EXCESS LIAB DED <input type="checkbox"/> RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$
	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N N	N/A	N	EIG1194472-07	01/29/2017	01/29/2018
A	D & O/EPLI		N	PHSD1218278	02/15/2017	02/15/2018	D & O Limit: \$2,000,000 EPLI Limit: \$2,000,000 Aggregate Limit for all: \$2,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

**CERTIFICATE HOLDER****CANCELLATION**

City of Los Angeles and all of its Agencies, Boards and Departments  
200 North Main Street  
City Hall East, Suite 1240  
Los Angeles CA 90012

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

Denise Reeder

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# Addendum

Named Additional Insured and Additional Information



Rita Moreno <rita.moreno@lacity.org>

---

## Submissions

2 messages

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**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Tue, Mar 13, 2018 at 10:17 AM

Good Morning -

My assistant just told me this morning that you had instructed that "all submissions be done electronically". I just want to follow up and make sure that is your request and that a "wet signature" is no longer required?

John Walker  
Executive Director  
Studio City Business District  
[4024 Radford Ave](#), Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



---

**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>

Tue, Mar 13, 2018 at 10:38 AM

All reports can be submitted electronically (preferred). Until we hear otherwise from the Controller, invoices need to be submitted with "wet" signature. I would recommend submitting them electronically as well in case the original goes missing.

[Quoted text hidden]

--  
Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 3rd Floor #395  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1079





Rita Moreno <rita.moreno@lacity.org>

---

## Your Copy

4 messages

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**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>  
Cc: Damian Gatto <damiand@thescbd.com>

Wed, Mar 21, 2018 at 10:01 AM

Hard copy with wet signature has been mailed in.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

---

### 6 attachments



LogoProposalMarch Signature.jpg  
17K



Facebook Icon.png  
1K



instagram.png  
6K



Twitter Icon.png  
1K



42M\_Studio\_City.pdf  
73K



Invoice #104.pdf  
73K

---

**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>  
Cc: Damian Gatto <damiand@thescbd.com>

Wed, Mar 21, 2018 at 10:27 AM

Hi John,

It looks like you used an old template. The contract number is C-125141 and our new room number is 395. Please make the corrections before mailing in the hard copy.

Thanks.

Rita

[Quoted text hidden]

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 3rd Floor #395  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1079



---

**John Walker** <[john@thescbd.com](mailto:john@thescbd.com)>  
To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>

Wed, Mar 21, 2018 at 10:31 AM

Hi Rita

Thank you - I have corrected our Template.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

On Mar 21, 2018, at 10:27 AM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:

Hi John,

It looks like you used an old template. The contract number is C-125141 and our new room number is 395. Please make the corrections before mailing in the hard copy.

Thanks.

Rita

On Wed, Mar 21, 2018 at 10:01 AM, John Walker <[john@thescbd.com](mailto:john@thescbd.com)> wrote:  
Hard copy with wet signature has been mailed in.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: [818.655.5377](tel:818.655.5377)  
Fax: [818.655.8327](tel:818.655.8327)  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 3rd Floor #395  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1079

---

**5 attachments**



LogoProposalMarch Signature.jpg  
17K



Facebook Icon.png  
1K

instagram.png



6K



Twitter Icon.png

1K



Invoice #104.docx

153K

---

**Rita Moreno** <rita.moreno@lacity.org>

To: John Walker <john@thescbd.com>

Wed, Mar 21, 2018 at 10:58 AM

Okay, thanks.

On Wed, Mar 21, 2018 at 10:31 AM, John Walker <john@thescbd.com> wrote:

Hi Rita

Thank you - I have corrected our Template.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: [818.655.5377](tel:818.655.5377)  
Fax: [818.655.8327](tel:818.655.8327)  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

[Quoted text hidden]

[Quoted text hidden]

HOLLY L. WOLCOTT  
CITY CLERK

SHANNON D. HOPPE  
EXECUTIVE OFFICER

City of Los Angeles  
CALIFORNIA



ERIC GARCETTI  
MAYOR

OFFICE OF THE  
CITY CLERK

Neighborhood and Business  
Improvement District Division  
200 N. Spring Street, Room 224  
Los Angeles, CA 90012  
(213) 978-1099  
FAX: (213) 978-1130

MIRANDA PASTER  
DIVISION MANAGER

[clerk.lacity.org](http://clerk.lacity.org)

***FACSIMILE TRANSMISSION COVER SHEET***

**DATE:** 03/20/2018

**TO:** John Walker, Executive Director

**FAX NO.** (818) 655-8327

**FROM:** Nelson Thomas, Accounts Payable

**SUBJECT:** BUSINESS IMPROVEMENT DISTRICT FUNDING

Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

**District Name:** STUDIO CITY

**Account No.:** 18961

County Remittance 2/22/2018

53,171.91

County Remittance 1/19/2018

2,295.56

**Available for Reimbursement**

\$55,467.47

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**COUNTY OF LOS ANGELES - AUDITOR/CONTROLLER, TAX DIVISION  
CITY REMITTANCE ADVICE SUMMARY  
F/Y 2017-2018**

**DATE OF REMITTANCE: February 20, 2018**

ACCT.#	DESCRIPTION	TYPE	2017-2018	2017-2018
			PROPERTY TAX REVENUE	SECURED 1ST PAID
189.61	STUDIO CITY BID	1%	-	-
		D/S	53,171.91	53,171.91
		AIR TL	- 53,171.91	- 53,171.91





Studio City Improvement Association

March 20, 2018

Ms. Miranda Paster  
Division Manager  
Neighborhood and BID Division  
Office of the City Clerk  
200 North Spring Street – Room 224  
Los Angeles, Ca 90012

RE: Invoice #104 – Agency Account Number 18961

As outlined in the agreement between the City of Los Angeles and the Studio City Improvement Association, we are requesting payment of funds/interest in the amount of \$55,467.47.

County Remittance for 2/22/2018	\$53,171.91
County Remittance for 1/19/2018	2,295.56
Available for Reimbursement	<hr/> \$55,467.47

Please remit payment to: Studio City Improvement Association  
4024 Radford Ave – Edit 2 – Room 8  
Studio City, Ca 91604

I certify that payment requested will be expended in accordance with the provision of the contract agreement #C-124141, and as outlined in the District Management Plan. I certify that I represent the 501c(6) and I am authorized to make this request on behalf of the organization.

Respectfully Submitted  
*John Walker/John Walker*  
John Walker  
Executive Director

Cc: Rita Morena



Studio City Improvement Association

March 20, 2018

Ms. Miranda Paster  
Division Manager  
Neighborhood and BID Division  
Office of the City Clerk  
200 North Spring Street – Room 395  
Los Angeles, Ca 90012

RE: Invoice #104 – Agency Account Number 18961

As outlined in the agreement between the City of Los Angeles and the Studio City Improvement Association, we are requesting payment of funds/interest in the amount of \$55,467.47.

County Remittance for 2/22/2018	\$53,171.91
County Remittance for 1/19/2018	2,295.56
Available for Reimbursement	<hr/> \$55,467.47

Please remit payment to:     Studio City Improvement Association  
   4024 Radford Ave – Edit 2 – Room 8  
   Studio City, Ca 91604

I certify that payment requested will be expended in accordance with the provision of the contract agreement #C-125141, and as outlined in the District Management Plan. I certify that I represent the 501c(6) and I am authorized to make this request on behalf of the organization.

Respectfully Submitted  
**John Walker** / *John Walker*  
John Walker  
Executive Director

Cc: Rita Morena



Rita Moreno <rita.moreno@lacity.org>

---

## Secretary of State Renewal

5 messages

---

**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Fri, Mar 23, 2018 at 2:04 PM

Hello Rita -

I am not exactly sure what this is (and think that Danielle) was doing this - I have a note on my calendar for this that it's due 4/26 - something Danielle entered - can you tell me what this is and how I go about completing it?

John Walker  
Executive Director  
Studio City Business District  
[4024 Radford Ave](#), Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



---

**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>

Fri, Mar 23, 2018 at 2:33 PM

I don't know. I wonder if it's related to the corporate status of the Studio City Improvement Association? Or the Association's status as a non-profit, but that's probably with the Feds? You might want to check with another BID to find out what they file annually with the State.

Sorry.

[Quoted text hidden]

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 3rd Floor #395  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1079



**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Fri, Mar 23, 2018 at 2:39 PM

OK - I will ask Lorena Parker.

John Walker  
Executive Director  
Studio City Business District  
[4024 Radford Ave](#), Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



On Mar 23, 2018, at 2:33 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

I don't know. I wonder if it's related to the corporate status of the Studio City Improvement Association? Or the Association's status as a non-profit, but that's probably with the Feds? You might want to check with another BID to find out what they file annually with the State.

Sorry.

On Fri, Mar 23, 2018 at 2:04 PM, John Walker <john@thescbd.com> wrote:

Hello Rita -

I am not exactly sure what this is (and think that Danielle) was doing this - I have a note on my calendar for this that it's due 4/26 - something Danielle entered - can you tell me what this is and how I go about completing it?

John Walker  
Executive Director  
Studio City Business District  
[4024 Radford Ave](#), Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

<LogoProposalMarch Signature.jpg>  
<Facebook Icon.png> <instagram.png> <Twitter Icon.png>

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
[200 N. Spring Street, 3rd Floor #395](#)  
[Los Angeles, CA 90012](#)  
Office (213) 978-1122  
Fax (213) 978-1079



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**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>

Fri, Mar 23, 2018 at 2:42 PM

Okay.

P.S. I just received your invoice and am putting it thru for processing.

[Quoted text hidden]

---

**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Fri, Mar 23, 2018 at 2:43 PM

Thanks.

John Walker  
Executive Director  
Studio City Business District  
[4024 Radford Ave](#), Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



On Mar 23, 2018, at 2:42 PM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:

Okay.

P.S. I just received your invoice and am putting it thru for processing.

On Fri, Mar 23, 2018 at 2:39 PM, John Walker <[john@thescbd.com](mailto:john@thescbd.com)> wrote:

OK - I will ask Lorena Parker.

John Walker  
Executive Director  
Studio City Business District  
[4024 Radford Ave](#), Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: [818.655.5377](tel:818.655.5377)  
Fax: [818.655.8327](tel:818.655.8327)  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

[Quoted text hidden]

[Quoted text hidden]  
[Quoted text hidden]





Rita Moreno <rita.moreno@lacity.org>

---

## Charge to fill Request

3 messages

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**JOHN WALKER** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Tue, Apr 10, 2018 at 6:41 PM

Hi Rita:

Our Webmaster, who has been accepted by the City and handles many other Chartered organizations and is responsible for our emails was informed of this request the day after it came in.

His company uses what is referred to as a Rack system (a third party) and because of the volume of emails on this request, there could be a charge of up to \$300 - - I do not have the staff or the time to retrieve them all.

How should we move forward on this?

John Walker  
Executive Director  
Studio City Business District  
[4024 Radford Ave](#), Edit 2, Suite A  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[john@thescbd.com](mailto:john@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

---

### 4 attachments



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**Rita Moreno** <rita.moreno@lacity.org>  
To: JOHN WALKER <john@thescbd.com>

Wed, Apr 11, 2018 at 7:55 AM

I sent you language from the CPRA. If it applies to your case, inform the requester of the section and let him know what the cost will be before you do any work on the request. If he agrees, then you move forward. Otherwise, he may want only what you can access yourself.

[Quoted text hidden]

--

Rita Moreno

City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 3rd Floor #395  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1079



---

**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Wed, Apr 11, 2018 at 8:01 AM

Good Morning

Yes, I received the info - since then, our webmaster has uploaded all, nearly 1.6mgs of information over the period requested. Because he worked for me for early 7 years when I presided over the Studio City Neighborhood Council and because this is the first and only request ever received, he will not charge us. It was uploading overnight and I expect to hear from him later today.

Thank you for everything regarding this issue.

John

Sent from my iPhone  
John T Walker  
Executive Director  
Studio City Business District  
818.655.5377

[Quoted text hidden]



Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>

---

## Re: 1st Quarter Report

3 messages

---

**John Walker** <[john@thescbd.com](mailto:john@thescbd.com)>  
To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>

Fri, Apr 13, 2018 at 11:21 AM

Hello -

Seems like changes have happened or, I'm just forgetting?

I sent off a hard copy this morning to Miranda - was that incorrect?

Attached is our Report with added report.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

On Apr 13, 2018, at 11:16 AM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:

Hi John,

No need to send hard copies. Yes, please send electronic copies.

Thanks!

Rita

On Fri, Apr 13, 2018 at 9:54 AM, John Walker <[john@thescbd.com](mailto:john@thescbd.com)> wrote:

Hi Rita -

We have just mailed off our 1st Quarter, 2018 Report. Should I email you a copy?

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
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<LogoProposalMarch Signature.jpg>  
<Facebook Icon.png> <instagram.png> <Twitter Icon.png>

--  
Rita Moreno  
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Neighborhood and Business Improvement District Division  
200 N. Spring Street, 3rd Floor #395  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1079



---

6 attachments



LogoProposalMarch Signature.jpg  
17K



Facebook Icon.png  
1K



instagram.png  
6K



Twitter Icon.png  
1K



1st Quarter Report - 2018.pdf  
1576K



SCBD Quarterly Report Template 1ST Qtr 2018.pdf  
18K

We're not holding hard copies anymore. It's not wrong to mail them in, but we're not requiring hard copies to meet the terms of your agreement.

[Quoted text hidden]

[Quoted text hidden]

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

On Apr 13, 2018, at 11:16 AM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:

Hi John,

No need to send hard copies. Yes, please send electronic copies.

Thanks!

Rita

On Fri, Apr 13, 2018 at 9:54 AM, John Walker <[john@thescbd.com](mailto:john@thescbd.com)> wrote:

Hi Rita -

We have just mailed off our 1st Quarter, 2018 Report. Should I email you a copy?

John Walker  
Executive Director  
Studio City Business District  
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<LogoProposalMarch Signature.jpg>

<Facebook Icon.png> <instagram.png> <Twitter Icon.png>

--

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--  
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---

**John Walker** <[john@thescbd.com](mailto:john@thescbd.com)>  
To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>

Fri, Apr 13, 2018 at 11:34 AM

OK< thanks!

John Walker  
Executive Director  
Studio City Business District  
[4024 Radford Ave](#), Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



[Quoted text hidden]



April 10, 2018

Ms. Miranda Paster  
Division Manager  
Neighborhood and BID Division  
Office of the City Clerk  
200 North Spring Street, Room 224  
Los Angeles, Ca 90012

RE: Quarterly Report  
January/February/March 2018

Dear Ms. Paster:

On behalf of the Board of Directors, I am pleased to submit the following Quarterly Report for the Studio City Improvement Association for January/February/March.

### **History/Background**

The Studio City Improvement Association is a private, non-profit organization that was formed in 1996 for forming a property-based Business Improvement District (BID) in the core commercial area of Studio City. Below is a brief, historical background of the Studio city BID:

- The Studio City Improvement Association (SCIA) corporation was formed in 1996.
- The first five-year term of the Studio City Business District was from September 1, 1999 through August 31, 2004. The SCIA operating contract was amended to December 31, 2004.
- The SCIA renewed the Studio City Business District (BID) for a second term that ran from January 1<sup>st</sup>, 2005 through December 31<sup>st</sup>, 2009. The SCIA renewed the Studio City BID for a third five-year term in 2009, which began on January 1<sup>st</sup>, 2010 and ended on December 31<sup>st</sup>, 2014.
- The SCIA renewed the Studio City Business District (BID) for another five-year term which began on January 1<sup>st</sup>, 2015 and will run through December 31<sup>st</sup>, 2019. During this renewal, the District expanded its boundaries westward on Ventura Boulevard, with the new western boundary extending to Coldwater Canyon Ave and officially began marketing itself as **The Studio City Business District (SCBD)**.

**Budget**

The Following is the breakdown of the SCIA's annual budget categories 36650 (b)(2) as approved in the Studio City Management District Plan.

PBID Categories and Percentage of 2016 Service Budget

		42%	23%	12%	18%	5%	
	% of Budget	Landscaping, Sanitation, Beautification	Streetscape / Capital Improvements	Marketing	Administration	Uncollected Assessments/ Contingency	Total Budget
<b>Expenditures</b>							
Zone 1	93.84%	\$192,449.04	\$105,388.76	\$54,985.44	\$82,478.16	\$22,910.60	\$458,212.00
Zone 2	6.16%	\$12,633.06	\$6,918.10	\$3,609.44	\$5,414.17	\$1,503.94	\$30,078.71
<b>TOTAL EXPENSES</b>	<b>100%</b>	<b>\$205,082.10</b>	<b>\$112,306.86</b>	<b>\$58,594.89</b>	<b>\$87,892.33</b>	<b>\$24,414.54</b>	<b>\$488,290.71</b>
<b>Revenues</b>							
Assessment Funds	92.24%	\$189,167.73	\$103,591.85	\$54,047.92	\$81,071.88	\$22,519.97	\$450,399.35
General Benefit Funds*	7.76%	\$15,914.37	\$8,715.01	\$4,546.96	\$6,820.44	\$1,894.57	\$ 37,891.36
<b>TOTAL REVENUES</b>	<b>100%</b>	<b>\$205,082.10</b>	<b>\$112,306.86</b>	<b>\$58,594.89</b>	<b>\$87,892.33</b>	<b>\$24,414.54</b>	<b>\$488,290.71</b>

\* Other non-assessment funding to cover the cost associated with general benefit.

**Landscaping, Sanitation and Beautification**

This special benefit includes trash pickup, trash bag replacement, weed abatement, day porter services, tree trimming, tree watering, annual mulching and sidewalk pressure washing.

Trash Removal and Median Maintenance – The SCIA currently contracts with Stay Green Inc., for its trash removal service. Trash receptacles are serviced three times per week. The Studio City Improvement Association continues to contract with Stay Green Inc., to service the 110 trash receptacles and to provide maintenance for the medians.

Weed Abatement – The SCIA currently contracts with Stay Green Inc., to provide monthly weed abatement service around the perimeter of the palm trees and on the sidewalk as needed.

Day Porter – The SCIA currently contracts with Stay Green Inc., for Day Porter services. The Day Porters provide five-day coverage, 8 hours per day (7:00 a.m. to 3:00 p.m.). Sidewalks and curbs are swept daily. In addition, day porters also remove some graffiti on benches.



Tree well and daily Lily watering – the SCBD contracts with Stay Green Inc., to water the tree wells and daylilies in the District. The daylilies will continue to be watered one to two times per week depending on the weather.

Sidewalk Cleaning – American Maid Clean continues to provide sidewalk pressure washing services. Because of the increase in the homeless population and the recent outbreak of Hepatitis A, we have added a very low-grade, non-allergenic disinfectant to our pressure washing. The solution will be used until the outbreak has subsided. Each month, one fourth of the BID is pressure washed so that the entire BID is cleaned three times per year. In addition, the intersections of Ventura Boulevard and Laurel Canyon Boulevard are cleaned monthly due to the high pedestrian traffic.

The SCBD Cleaning schedule is as follows:

- ¼ of the District is pressure washed during the first week of each month.
- Corners of Laurel Canyon and Ventura Boulevard during the fourth week of each month.
- Spot cleaning is done continuously as needed

### **Streetscape & Capital Projects**

Palm Tree Pruning took place in the first quarter of 2018.

Security: Securitech Security Services continue to patrol the Studio City Business District two times per evening, seven days per week. The purpose of the nightly patrol is to decrease the amount of trespassing violations on private property, mitigate vandalism, loitering and reduce overall, the general climate of criminal activity. The Board approved daily patrols 3 times per week, Monday, Wednesday and Friday in 2017 and now, we will be increasing our Security to 5 days per week during the day. We have experienced an increase due to the homelessness situation and will do all we can to provide this critical service. In late 2017 the Board approved the purchase of PRIVATE PROPERTY – NO TRESSPASSING SIGNS and passed out documents to all interested that they had to fill out and send in to the Police Department. This allowed the property owner/business owner to call the Police who would respond and remove the individual(s).

**Marketing Program**

SCBD Website: The SCBD website – [www.thescbd.com](http://www.thescbd.com) continues to be a success. It promotes our events/meetings – allows each business to promote Specials the company may be offering – some are web-driven so you need to get a CODE# which is only available from the company website. The profiles can include a short description of services, contact information, suitable photos and links to their own social media and promotions.

Monthly Advertisements: The SCBD Board of Directors continues to place a monthly advertisement in a local magazine called “Studio City Lifestyle Magazine”. Each month, the Executive Director creates a ½ page advertisement. The purpose of the ad is to maintain visibility, to promote shopping throughout the District and to promote usage of the Studio City Parking Structure. The SCBD took out 3, full page ads which promoted our 2017 Studio City Street Festival and plan on doing the same for this year, 2018.

**Social Media:**

The SCBD continues to use our recently hired Social Media Company, Alternative Entertainment for our Instagram/Facebooks accounts. Since coming on they have taken our “followers” from 123 to 700 with lots of activity from Stakeholders to the businesses. Should we do another Street Festival this year, we are looking for this company to near double the attendance from last year.

**Studio City Board Meetings**

During the third and final quarter of 2017, the SCBD held its final meeting in November and our first two meetings of this quarter (2018) took place in January and March. We have hired a consultant to help us during our renewal process who is looking in to the possibility, at our request of expanding east from Carpenter Ave to Colfax Ave. The Steering committee has met and discussed plans as we near the process itself.

**Administration**

Our new Executive Assistant and Office Manager, Damian Gatto will continue to be responsible for the daily operation of the office and for putting together the first draft of our Quarterly Newsletter, both under the supervision of our Executive Director.

The SCIA submitted the 2018 Annual Planning Report on October 6, 2017.

The SCIA is starting its fourth five-year contract with the City of Los Angeles on 01/01/15. The contract is for a five-year period which will run through December 31, 2019.

The annual budget is projected to be \$488,290.71.

The Directors and Officers Insurance policy was renewed on 2/15/18.

The SCIA General Liability Insurance policy was renewed on 2/15/18.

The SCIA's "reviewed" Financial Statement was prepared by Tom Soul'e, CPA and was submitted to the City in June of 2017.

Sincerely,

John Walker, SCIA Executive Director

Cc: Rita Moreno.

<b>BUDGET LINE ITEM</b>	<b>ANNUAL BUDGET 2018</b>	<b>AMOUNT SPENT THIS QUARTER Jan, Feb, Mar 2018</b>	<b>AMOUNT SPENT YEAR-TO-DATE Mar 31, 2018</b>	<b>PROJECTED SPENDING FOR NEXT QUARTER Apr, May, Jun, 2018</b>
<b>42 % Landscaping, Sanitation, Beautification</b>	\$289,384.05	\$63,188.73	\$63,188.73	\$72,346
<b>23% Streetscape / Capital Improvements</b>	\$158,472.22	\$8,383.25	\$8,383.2517	\$39,618
<b>12% Marketing</b>	\$82,681.16	\$15,843.05	\$15,843.05	\$20,670
<b>18% Administration</b>	\$124,021.72	\$33,733.17	\$33,733.	\$31,005
<b>5% Uncollected Assessments/ Contingency</b>	\$34,450.48	\$0	\$0	\$8,613
<b>Total Budget</b>	\$689,009.63	\$121,148.20	\$121,148.20	\$172,252



Rita Moreno <rita.moreno@lacity.org>

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## Studio City BID Assessment Increase

3 messages

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**Rita Moreno** <rita.moreno@lacity.org>  
To: "John T. Walker" <john@thescbd.com>

Tue, May 8, 2018 at 10:18 AM

Hi John,

I'll be sending out reminder letters this week that the BID data with assessment info is due June 1. If the BID will be increasing the assessment, the data for 2019 should reflect the new amount.

Let me know if you have any questions.

Rita

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 3rd Floor #395  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1079



---

**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Tue, May 8, 2018 at 10:56 AM

Good Morning Rita -

I will look for your Letter but please note that this Board has already determined that they do not wish to increase due to the Renewal coming up next year and want to use that as a selling point to vote for renewal.

Regards,

John Walker  
Executive Director  
Studio City Business District  
[4024 Radford Ave](#), Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



[Quoted text hidden]

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**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>

Tue, May 8, 2018 at 12:32 PM

Okay. Just want to make sure you know when to submit, in case the Board wants an increase.

[Quoted text hidden]



Rita Moreno <rita.moreno@lacity.org>

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## Agencies Payment Report

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**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>

Tue, May 22, 2018 at 3:28 PM

John,

I'm confirming this and will get back to you. See attached.

Rita

On Tue, May 22, 2018 at 3:12 PM, John Walker <john@thescbd.com> wrote:  
Hello Again:

Sorry for the poor wording in my first reply.

I have no record of anything on this except for what I sent to you.

We have no deposit slips. I have nothing in my files except for "Public Agencies Payment Report" and have never received the usual email from "Thomas Nelson" that shows the breakdown for the Remittance?

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
John@thescbd.com  
www.thescbd.com



On May 22, 2018, at 2:44 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Hi John,

The report shows the city-owned parcels, the date billed, the date payed and the amount paid. The funds were made available to the BID in the transmittal dated March 30, 2018.

Let me know if you have any other questions.

Rita

On Tue, May 22, 2018 at 1:33 PM, John Walker <john@thescbd.com> wrote:  
Hi Rita -

Attached is a copy of what I have received by FAX 3 different days but all with the same information.

Please let me know what you find and if there is any action on my part?

<AGENCIES PAYMENT REPORT.tif>

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

<LogoProposalMarch Signature.jpg>

[<Facebook Icon.png>](#) [<instagram.png>](#) [<Twitter Icon.png>](#)

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 3rd Floor #395  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1079



--

Rita Moreno  
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Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1079







**STUDIO CITY**  
**2017/2018 GOVERNMENT & PUBLIC AGENCIES PAYMENT REPORT**

	Legal Owner	Parcel Number	FMS Account #	Invoice #	Invoice Date	2018 Amount	Date Paid	Amt. Paid
1	City Of Los Angeles	2367017900	N/A	1842M24	2/6/2018	\$453.58	2/14/2018	\$453.58
2	City Of Los Angeles	2367017901	N/A	1842M24	2/6/2018	\$1,587.18	2/14/2018	\$1,587.18
3	City Of Los Angeles	2367017902	N/A	1842M24	2/6/2018	\$254.80	2/14/2018	\$254.80
						<b>\$2,295.56</b>		<b>\$2,295.56</b>

# STUDIO CITY

## BUSINESS DISTRICT

[www.thescbd.com](http://www.thescbd.com)

Studio City Improvement Association

March 20, 2018

Ms. Miranda Paster  
Division Manager  
Neighborhood and BID Division  
Office of the City Clerk  
200 North Spring Street – Room 395  
Los Angeles, Ca 90012

RE: Invoice #104 – Agency Account Number 18961

As outlined in the agreement between the City of Los Angeles and the Studio City Improvement Association, we are requesting payment of funds/interest in the amount of \$55,467.47.

County Remittance for 2/22/2018	\$53,171.91
County Remittance for 1/19/2018	2,295.56
Available for Reimbursement	<hr/> \$55,467.47

Please remit payment to: Studio City Improvement Association  
4024 Radford Ave – Edit 2 – Room 8  
Studio City, Ca 91604

I certify that payment requested will be expended in accordance with the provision of the contract agreement #C-125141, and as outlined in the District Management Plan. I certify that I represent the 501c(6) and I am authorized to make this request on behalf of the organization.

Respectfully Submitted

John Walker

John Walker  
Executive Director

HOLLY L. WOLCOTT  
CITY CLERK

SHANNON D. HOPPE  
EXECUTIVE OFFICER

City of Los Angeles  
CALIFORNIA



ERIC GARCETTI  
MAYOR

OFFICE OF THE  
CITY CLERK

Neighborhood and Business  
Improvement District Division  
200 N. Spring Street, Room 224  
Los Angeles, CA 90012  
(213) 978-1099  
FAX: (213) 978-1130

MIRANDA PASTER  
DIVISION MANAGER

[clerk.lacity.org](http://clerk.lacity.org)

***FACSIMILE TRANSMISSION COVER SHEET***

**DATE:** 03/20/2018

**TO:** John Walker, Executive Director

**FAX NO.** (818) 655-8327

**FROM:** Nelson Thomas, Accounts Payable

**SUBJECT:** BUSINESS IMPROVEMENT DISTRICT FUNDING

Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

**District Name:** STUDIO CITY

**Account No.:** 18961

County Remittance 2/22/2018

53,171.91

County Remittance 1/19/2018

2,295.56

**Available for Reimbursement**

\$55,467.47

**PRIVACY NOTICE**

This message is intended for the use of the individual or entity to which it is addressed and may contain material that is privileged, confidential or exempt from disclosure under Federal or state law. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is prohibited.

AN EQUAL EMPLOYMENT OPPORTUNITY - AFFIRMATIVE ACTION EMPLOYER

**COUNTY OF LOS ANGELES - AUDITOR/CONTROLLER, TAX DIVISION  
CITY REMITTANCE ADVICE SUMMARY  
FY 2017-2018**

**DATE OF REMITTANCE: February 20, 2018**

ACCT.#	DESCRIPTION	TYPE	2017-2018	2017-2018
			PROPERTY TAX REVENUE	SECURED 1ST PAID
189.61	STUDIO CITY BID	1%	-	-
		D/S	53,171.91	53,171.91
		AIR	-	-
		TL	53,171.91	53,171.91



Rita Moreno <rita.moreno@lacity.org>

---

## Studio City BID 2019 Assessment Database Due June 1st

1 message

---

**Rita Moreno** <rita.moreno@lacity.org>  
To: "John T. Walker" <john@thescbd.com>  
Cc: Damian Gatto <damian@thescbd.com>

Fri, May 25, 2018 at 6:34 PM

Hi John,

Please see the attached letter regarding the 2019 assessment database and use the attached excel spreadsheet format to submit.

If you will be increasing the assessment, be sure to submit board authorization. If you need more time to submit the data, please contact Dennis Rader ([dennis.rader@lacity.org](mailto:dennis.rader@lacity.org)) of our office to discuss the time line.

Thank you.

Rita

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 3rd Floor #395  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1079



---

### 2 attachments

**Letter re 2019 Database Due Date.pdf**  
28K

**2019 County Submittal Template.xlsx**  
12K

HOLLY L. WOLCOTT  
CITY CLERK

# City of Los Angeles CALIFORNIA

SHANNON D. HOPPES  
EXECUTIVE OFFICER



ERIC GARCETTI  
MAYOR

OFFICE OF THE  
CITY CLERK

NEIGHBORHOOD AND BUSINESS  
IMPROVEMENT DISTRICT DIVISION  
200 N. SPRING STREET, ROOM 395  
LOS ANGELES, CA 90012  
(213) 978-1099  
FAX: (213) 978-1079

MIRANDA PASTER  
DIVISION MANAGER

[clerk.lacity.org](http://clerk.lacity.org)

May 25, 2018

John Walker, Executive Director  
Studio City Business Improvement District  
4024 Radford Ave., Edit 2, Suite 8  
Studio City, CA 91604

RE: SUBMISSION OF BUSINESS IMPROVEMENT DISTRICT (BID) PROPERTY ASSESSMENT  
DATABASE FOR THE 2019 ASSESSMENT YEAR

Dear BID Director:

In order to ensure the timely placement of the property assessment data on the County of Los Angeles property tax rolls, please submit your BID's property assessment data to our Office no later than Friday, June 1, 2018.

The BID's property assessment database must be formatted into three columns as shown on the attached sample and using Microsoft Excel. Do not include any formulas or total the columns. List government owned parcels (if any) in the same Excel document as non-government owned parcels, but on a separate sheet.

The database must be formatted as follows:

- Have two digits to the right of the decimal
- All zero assessment parcels removed
- List agency account number just once at the top of the sheet
- No totals
- No currency formatting
- No dashes in the parcels numbers
- No hidden rows or columns
- No formulas (only numbers and text)

Please transmit the final database via email to the City Clerk Office's Technical Research Supervisor, Dennis Rader at [dennis.rader@lacity.org](mailto:dennis.rader@lacity.org).

The BID's property assessment database must be submitted even if there will be no assessment changes for 2019. If your BID's Management District Plan allows for an annual assessment increase and the BID's Board of Directors has authorized a CPI increase, please submit a copy of the Board's authorization along with the BID's property assessment database.

CPI increases for 2019 will not be accepted if we do not receive the BID's data by June 1, 2018.

If you have any questions, please contact our Office at (213) 978-1099.

Sincerely,

A handwritten signature in blue ink that reads "Rita Moreno". The signature is fluid and cursive, with the first name "Rita" and last name "Moreno" clearly distinguishable.

Rita Moreno, BID Analyst  
Neighborhood and Business Improvement District Division

Attachment



## Govt Parcels

[illegible]



Rita Moreno <rita.moreno@lacity.org>

---

## Renewal

3 messages

---

**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Mon, Jun 11, 2018 at 4:01 PM

Hello Rita -

I have a few questions that I hope you can answer for me:

I have never been involved in a Renewal and did not receive any training or taught any procedures on this so I just want to make sure I am doing this correctly:

I am confident down to submission of our MDP and ER.

How does the initiation of the Petition Drive begin - and what is expected from this office?

Is there some formal guideline you can send to me - I have already signed a Consultant/Engineer but I just want to make sure I am following all the required procedures.

Thanks.

John Walker  
Executive Director  
Studio City Business District  
[4024 Radford Ave](#), Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



---

**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>

Tue, Jun 12, 2018 at 9:01 AM

Hi John,

I've attached a spreadsheet that shows the different tasks and due dates. Take a look and then we can discuss.

Rita

[Quoted text hidden]

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 3rd Floor #395  
Los Angeles, CA 90012  
Office (213) 978-1122

Fax (213) 978-1079



**PBID Formation TimelineDetailed-2020.xlsx**

18K

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**John Walker** <[john@thescbd.com](mailto:john@thescbd.com)>  
To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>

Tue, Jun 12, 2018 at 2:52 PM

Hello Rita:

I have tried to contact you several times and have left only one message. In any case, you are clearly busy so when you have a moment please give me a call.

Thanks.

John Walker  
Executive Director  
Studio City Business District  
[4024 Radford Ave](#), Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



On Jun 12, 2018, at 9:01 AM, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)> wrote:

Hi John,

I've attached a spreadsheet that shows the different tasks and due dates. Take a look and then we can discuss.

Rita

On Mon, Jun 11, 2018 at 4:01 PM, John Walker <[john@thescbd.com](mailto:john@thescbd.com)> wrote:  
Hello Rita -

I have a few questions that I hope you can answer for me:

I have never been involved in a Renewal and did not receive any training or taught any procedures on this so I just want to make sure I am doing this correctly:

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4024 Radford Ave, Edit 2, Suite 8  
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[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

<LogoProposalMarch Signature.jpg>

<Facebook Icon.png> <instagram.png> <Twitter Icon.png>

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 3rd Floor #395  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1079



<PBID Formation TimelineDetailed-2020.xlsx>

**BID FORMATION (or RENEWAL) TIMELINE**

For Property BID expiring on December 31, 2019 or new PBID beginning operation by January 1, 2020

Start to finish; Begin BID operation on January 1, 2020

page 1

**2018**

<b>Month</b>	<b>Activity</b>
February - March	Finalize dollars needed to complete renewal Hire consultant, if needed
March - June	Form Steering Committee to guide BID formation/renewal activities Commence informational sessions with property owners in potential BID boundary area
May - July	Decide boundaries of new BID Decide programs (security, maintenance, image, streetscape, administration) Decide budget Work on potential assessment formulas (front footage, building square footage, parcel size, etc.)
<b>1-Aug-18</b>	<b>Submit 1st Draft of DATABASE to City Clerk for review and verification</b>
	DATABASE Must contain, at minimum, 1) All APNs, 2) Property Owner Names, 3) Assessable measurements of property, and 4) Assessment calculations. CITY CLERK will review, verify, and approve all information in Database
<b>15-Aug-18</b>	<b>Submit 1st Draft of MANAGEMENT DISTRICT PLAN to City Clerk for review</b>
	MANAGEMENT DISTRICT PLAN Must contain, at minimum, the 1) Boundary description, 2) Boundary rationale, 3) Service Description, 4) Budget, 5) Benefit Zones, & 6) Assessment Methodology MANAGEMENT DISTRICT PLAN Must also contain other legal & procedural requirements CITY CLERK will review Management District Plan to ensure compliance with State Law <b>NOTE: Revisions may be needed to ensure compliance with legal statutes</b>
<b>1-Oct-18</b>	<b>Submit revised Management Plan and ENGINEER'S REPORT to the Office of City Clerk</b>
	Finalize District Management Plan (boundaries, assessment formula, budget) Present finalized assessment roll to City Clerk who will audit/verify all parcel data <i>(all assessment data for all parcels including: formula, calculations, footages and assessment amounts must be verified and agreed to by the Technical Research Unit of the City Clerk's Special Assessment Section before petitions can be distributed.)</i>
<b>Dec-18</b>	<b>Management District Plan &amp; Engineer's Report APPROVED by City Clerk</b>
	MANAGEMENT PLAN & ENGINEER'S REPORT MUST be approved prior to Petition Drive start date

**2019**

<b>Month</b>	<b>Activity</b>
<b>JANUARY 2019</b>	<b>START PETITION DRIVE</b>
January - February	Mail out District Management Plan & START PETITION DRIVE Follow up campaign to secure signed petitions equal to 50% plus \$1.00 of proposed assessment <b>REACH 50% PETITION THRESHOLD</b>
<b>March 1st</b>	<b>FINISH PETITION DRIVE: Submit final petitions to City Clerk</b>
<b>(No later than March 15th)</b>	Request City Council to adopt an "Ordinance of Intention" to form a BID Management Plan, Engineer's Report, map and complete list of all stakeholders due to City Clerk. <b>City Clerk verifies petition signatures and affirmative percentage.</b>
March	City Clerk submits complete BID formation project summary report to City Council's Economic Development Committee (EDC). <b>NOTE: EDC meets twice a month with a very limited time to hear agenda items</b>
March	EDC will schedule and hold public hearings and recommend that Council adopt the Ordinance of Intention to begin the Proposition 218 election/formation process. <b>EDC meets 2nd &amp; 4th Tuesday.</b>

**BID FORMATION TIMELINE**

For Property BID expiring on December 31, 2019

Start to finish; Begin BID operation on January 1, 2020

page 2

**2019 (con't)**

<b>Month</b>	<b>Activity</b>
April	<b><u>CITY COUNCIL STARTS PUBLIC HEARING PROCESS</u></b> City Council review and approval of EDC recommendations: <ol style="list-style-type: none"> <li>1. Reviews EDC recommendations, Clerk Report and BID's proposed Management Plan.</li> <li>2. Petition Sufficiency Finding.</li> <li>3. Adoption of Ordinance of Intention to Establish BID.</li> <li>4. Authorization to set public meeting and hearing dates and begin Prop 218 process.</li> </ol>
April	Materials Due to the City Clerk from BID proponents (if applicable): <ol style="list-style-type: none"> <li>1. Prepaid (subject to BID), preaddressed ballot return envelopes.*</li> <li>2. Smaller, opaque secrecy envelopes to conceal ballot inside return envelopes.*</li> <li>3. District Management Plan with budget, BID boundary map and APNs of all stakeholders.*</li> </ol> *(All materials must be pre-approved by City Clerk. Copies needed for each stakeholder)
May 1st	<b><u>PROP 218 REQUIRED 45-DAY PERIOD BEGINS</u></b> City Clerk to arrange for mailing of : <ol style="list-style-type: none"> <li>1. Notice of Public Meeting and Final Public Hearing.**</li> <li>2. Proposition ballots**, ballot instructions and ballot return and secrecy envelopes.</li> <li>3. Ordinance of Intention (to establish BID).**</li> <li>4. District Management Plan (legally considered part of the Ordinance).</li> <li>5. Mailing labels (from stakeholder database) and mail-out envelopes</li> <li>6. Stuff envelopes, seal and mail out from City mailroom.**</li> </ol> **(City provides copies for each stakeholder)  City Clerk to arrange for publication of: <ol style="list-style-type: none"> <li>1. Ordinance of Intention</li> </ol>
June	<b><u>CITY COUNCIL HOLDS PUBLIC HEARING</u></b> City Council: <ol style="list-style-type: none"> <li>1. Council conducts Final Hearing for public comment on establishment of the BID.</li> <li>2. Balloting officially closed.</li> <li>3. City Clerk counts ballots and report results at next Council meeting.</li> <li>4. Ballots opened and tallied in City Clerk's office (open to the public)</li> </ol>
June	City Council: <ol style="list-style-type: none"> <li>1. Public announcement of Prop 218 ballot tabulation</li> <li>2. 1st reading of Ordinance of Establishment</li> <li>3. Council accepts the balloting results and passes the Ordinance of Establishment</li> </ol>
June - August	City Clerk: <b>JUNE:</b> Publish BID establishment Ordinance <b>JULY:</b> Place stakeholder assessment data on County's tax rolls <b>(COUNTY HAS HARD DEADLINE FOR TAX ROLL SUBMISSION)</b> <b>JULY:</b> Establish trust fund/revenue source code account <b>JULY:</b> Prepare City (501c) administrative contract
December 2019	City Clerk: <ol style="list-style-type: none"> <li>1. Transmits received property assessments from County collection of 1st installment payments</li> </ol>
<b>January 1, 2020</b>	<b>Begin BID operation</b>



Rita Moreno <rita.moreno@lacity.org>

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## Financials

2 messages

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**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Wed, Jun 27, 2018 at 11:34 AM

Hello Rita -

Sorry for my delay in getting back to this but my family is in from Atlanta so I have been coming and going the past 4 days. I saw the emails and honestly do not know why you have not received the requested documents - I emailed them out myself.

Damian has just assured me that he has sent both again - please CONFIRM RECEIPT.

Thank you and I hope you are well.

John Walker  
Executive Director  
Studio City Business District  
[4024 Radford Ave](#), Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



---

**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>

Wed, Jun 27, 2018 at 12:36 PM

Hi John,

Yes, I received the 1st and 2nd quarter newsletters for 2018, and the 2017 financial statement.

Thank you.

Rita

[Quoted text hidden]

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 3rd Floor #395  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1079







Rita Moreno <rita.moreno@lacity.org>

---

## 2nd Quarter Reports

2 messages

---

**John Walker** <john@thescbd.com>

Mon, Jul 9, 2018 at 11:23 AM

To: Miranda Paster <miranda.paster@lacity.org>

Cc: Rita Moreno <rita.moreno@lacity.org>

Attached are our 2nd Quarterly Reports. Land mail is also being sent out.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)

---

### 6 attachments



LogoProposalMarch Signature.jpg  
17K



Facebook Icon.png  
1K



instagram.png  
6K



Twitter Icon.png

1K



2st Quarter Report - 2018 2.docx

36K



SCBD Quarterly Report 2ND Qtr 2018.pdf

47K

**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>  
Cc: Miranda Paster <miranda.paster@lacity.org>

Tue, Jul 10, 2018 at 10:23 AM

Okay, thank you.

On Mon, Jul 9, 2018 at 11:23 AM, John Walker <john@thescbd.com> wrote:  
Attached are our 2nd Quarterly Reports. Land mail is also being sent out.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
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--

Rita Moreno  
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Neighborhood and Business Improvement District Division  
200 N. Spring Street, 3rd Floor #395  
Los Angeles, CA 90012

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# STUDIO CITY

B U S I N E S S   D I S T R I C T

[www.thescbd.com](http://www.thescbd.com)

June 10, 2018

Ms. Miranda Paster  
Division Manager  
Neighborhood and BID Division  
Office of the City Clerk  
200 North Spring Street, Room 224  
Los Angeles, Ca 90012

RE:     Quarterly Report  
         April/May/June 2018

Dear Ms. Paster:

On behalf of the Board of Directors, I am pleased to submit the following Quarterly Report for the Studio City Improvement Association for April/May/June.

## **History/Background**

The Studio City Improvement Association is a private, non-profit organization that was formed in 1996 for forming a property-based Business Improvement District (BID) in the core commercial area of Studio City. Below is a brief, historical background of the Studio city BID: \*

- 
- \*    The Studio City Improvement Association (SCIA) corporation was formed in 1996.
  - The first five-year term of the Studio City Business District was from September 1, 1999 through August 31, 2004. The SCIA operating contract was amended to December 31, 2004.
  - The SCIA renewed the Studio City Business District (BID) for a second term that ran from January 1<sup>st</sup>, 2005 through December 31<sup>st</sup>, 2009. The SCIA renewed the Studio City BID for a third five-year term in 2009, which began on January 1<sup>st</sup>, 2010 and ended on December 31<sup>st</sup>, 2014.
  - The SCIA renewed the Studio City Business District (BID) for another five-year term which began on January 1<sup>st</sup>, 2015 and will run through December 31<sup>st</sup>, 2019. During this renewal, the District expanded its boundaries westward on Ventura Boulevard, with the new western boundary extending to Coldwater Canyon Ave and officially began marketing itself as **The Studio City Business District (SCBD)**.

**Budget**

The Following is the breakdown of the SCIA's annual budget categories 36650 (b)(2) as approved in the Studio City Management District Plan.

PBID Categories and Percentage of 2016 Service Budget

		42%	23%	12%	18%	5%	
	%Of Budget	Landscaping, Sanitation, Beautification	Streetscape / Capital Improvements	Marketing	Administration	Uncollected Assessments/ Contingency	Total Budget
Expenditures							
Zone 1	93.84%	\$192,449.04	\$105,388.76	\$54,985.44	\$82,478.16	\$22,910.60	\$458,212.00
Zone 2	6.16%	\$12,633.06	\$6,918.10	\$3,609.44	\$5,414.17	\$1,503.94	\$30,078.71
TOTAL EXPENSES	100%	\$205,082.10	\$112,306.86	\$58,594.89	\$87,892.33	\$24,414.54	\$488,290.71
Revenues							
Assessment Funds	92.24%	\$189,167.73	\$103,591.85	\$54,047.92	\$81,071.88	\$22,519.97	\$450,399.35
General Benefit Funds*	7.76%	\$15,914.37	\$8,715.01	\$4,546.96	\$6,820.44	\$1,894.57	\$ 37,891.36
TOTAL REVENUES	100%	\$205,082.10	\$112,306.86	\$58,594.89	\$87,892.33	\$24,414.54	\$488,290.71

\* Other non-assessment funding to cover the cost associated with general benefit.

**Landscaping, Sanitation and Beautification**

This special benefit includes trash pickup, trash bag replacement, weed abatement, day porter services, tree trimming, tree watering, annual mulching and sidewalk pressure washing.

Trash Removal and Median Maintenance - The SCIA currently contracts with Stay Green Inc., for its trash removal service. Trash receptacles are serviced three times per week. The Studio City Improvement Association continues to contract with Stay Green Inc., to service the 110 trash receptacles and to provide maintenance for the medians.

Weed Abatement-The SCIA currently contracts with Stay Green Inc., to provide monthly weed abatement service around the perimeter of the palm trees and on the sidewalk as needed.

Day Porter - The SCIA currently contracts with Stay Green Inc., for Day Porter services. The Day Porters provide five-day coverage, 8 hours per day (7:00 a.m. to 3:00 p.m.). Sidewalks and curbs are swept daily. In addition, day porters also remove some graffiti on benches.

Tree well and daily Lily watering - the SCBD contracts with Stay Green Inc.# to water the tree wells and daylilies in the District. The daylilies will continue to be watered one to two times per week depending on the weather.

Quarterly Report

Page 3

Sidewalk Cleaning - American Maid Clean continues to provide sidewalk pressure washing services. Because of the increase in the homeless population and the recent outbreak of Hepatitis A, we have added a very low-grade, non-allergenic disinfectant to our pressure washing. The solution will be used until the outbreak has subsided. Each month, one fourth of the BID is pressure washed so that the entire BID is cleaned three times per year. In addition, the intersections of Ventura Boulevard and Laurel Canyon Boulevard are cleaned monthly due to the high pedestrian traffic.

The SCBD Cleaning schedule is as follows:

- % of the District is pressure washed during the first week of each month.
- Corners of Laurel Canyon and Ventura Boulevard during the fourth week of each month.
- Spot cleaning is done continuously as needed

### **Streetscape & Capital Projects**

Palm Tree Pruning took place in the first quarter of 2018.

Security: Securitech Security Services continue to patrol the Studio City Business District two times per evening, seven days per week. The purpose of the nightly patrol is to decrease the amount of trespassing violations on private property, mitigate vandalism, loitering and reduce overall, the general climate of criminal activity. The Board approved daily patrols 3 times per week, Monday, Wednesday and Friday in 2017 and now, we will be increasing our Security to 5 days per week during the day. We have experienced an increase due to the homelessness situation and will do all we can to provide this critical service. In late 2017 the Board approved the purchase of PRIVATE PROPERTY - NO TRESSPASSING SIGNS and passed out documents to all interested that they had to fill out and send in to the Police Department. This allowed the property owner/business owner to call the Police who would respond and remove the individual(s).

**Marketing Program**

SCBD Website: The SCBD website - [www.thescbd.com](http://www.thescbd.com) continues to be a success. It promotes our events/meetings - allows each business to promote Specials the company may be offering - some are web-driven so you need to get a CODE# which is only available from the company website. The profiles can include a short description of services, contact information, suitable photos and links to their own social media and promotions.

Monthly Advertisements: The SCBD Board of Directors continues to place a monthly advertisement in a local magazine called "Studio City Lifestyle Magazine". Each month, the Executive Director creates a *Vi* page advertisement. The purpose of the ad is to maintain visibility, to promote shopping throughout the District and to promote usage of the Studio City Parking Structure. The SCBD took out 3, full page ads which promoted our 2017 Studio City Street Festival and plan on doing the same for this year, 2018.

**Social Media:**

The SCBD continues to use our recently hired Social Media Company, Alternative Entertainment for our Instagram/Facebooks accounts. Since coming on they have taken our "followers" from 123 to 700 with lots of activity from Stakeholders to the businesses. Should we do another Street Festival this year, we are looking for this company to near double the attendance from last year.

**Studio City Board Meetings**

During the third and final quarter of 2017, the SCBD held its final meeting in November and our first two meetings of this quarter (2018) took place in January and March. We have hired a consultant to help us during our renewal process who is looking in to the possibility, at our request of expanding east from Carpenter Ave to Colfax Ave. The Steering committee has met and discussed plans as we near the process itself.

**Administration**

Our new Executive Assistant and Office Manager, Damian Gatto will continue to be responsible for the daily operation of the office and for putting together the first draft of our Quarterly Newsletter, both under the supervision of our Executive Director.

**Initiated Steering Committee for Renewal: Hired Consultant and Engineer**

The SCIA submitted the 2018 Annual Planning Report on October 6, 2017.

The SCIA is starting its fourth five-year contract with the City of Los Angeles on 01/01/15.

The contract is for a five-year period which will run through December 31, 2019.

The annual budget is projected to be \$488,290.71.

The Directors and Officers Insurance policy was renewed on 2/15/18.

The SCIA General Liability Insurance policy was renewed on 2/15/18.

The SCIA's "reviewed" Financial Statement was prepared by Tom Soul'e, CPA and was submitted to the City in June of 2017.

Sincerely,

John Walker, SCIA Executive Director Cc: Rita Moreno.



<b>BUDGET LINE ITEM</b>	<b>ANNUAL BUDGET 2018</b>	<b>AMOUNT SPENT THIS QUARTER Jan, Feb, Mar 2018</b>	<b>AMOUNT SPENT THIS QUARTER Apr, May, June 2018</b>	<b>AMOUNT SPENT YEAR-TO-DATE June 30, 2018</b>	<b>PROJECTED SPENDING FOR NEXT QUARTER July, Aug, Sept, 2018</b>
<b>42 % Landscaping, Sanitation, Beautification</b>	\$289,384.05	\$63,188.73	\$35,000.00	\$98,188.73	\$72,346
<b>23% Streetscape / Capital Improvements</b>	\$158,472.22	\$8,383.25	\$13,658.60	\$22,041.85	\$39,618
<b>12% Marketing</b>	\$82,681.16	\$15,843.05	\$3,130.02	\$18,973.07	\$20,670
<b>18% Administration</b>	\$124,021.72	\$33,733.17	\$48,380.02	\$82,113.19	\$31,005
<b>5% Uncollected Assessments/ Contingency</b>	\$34,450.48	\$0	\$0	\$0	\$8,613
<b>Total Budget</b>	\$689,009.63	\$121,148.20	\$100,168.64	\$231,316.84	\$172,252



Rita Moreno <rita.moreno@lacity.org>

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## Following Up

2 messages

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**John Walker** <john@thescbd.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Thu, Jul 19, 2018 at 4:56 PM

Hi Rita -

I am just following up on Invoice # 105 for \$103,953.52 , submitted on May 20, 2018. It appears that we have received checks for less that were submitted less than a month ago so I was just wondering if you have any idea when we might be expecting those funds?

Everything is good.

John Walker  
Executive Director  
Studio City Business District  
[4024 Radford Ave](#), Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[John@thescbd.com](mailto:John@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



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**Rita Moreno** <rita.moreno@lacity.org>  
To: John Walker <john@thescbd.com>

Thu, Jul 19, 2018 at 5:09 PM

Hi John,

I checked the file and it looks like we did not receive the original hard copy with a "wet" signature. If you mailed it in and kept a copy, please fax and send to me together with the transmittal sheets (if you have them).

Thanks.

Rita

[Quoted text hidden]

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Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 3rd Floor #395  
Los Angeles, CA 90012  
Office (213) 978-1122  
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